

PRINTERS' INK

Registered U. S. Patent Office
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VOL. CXXXVIII, No. 3

NEW YORK, JANUARY 20, 1927

10c a Copy



B. A. I. S. 1926 with
N. W. Ayer & Son

The Sunday Lesson

"You can't fool me," said the little boy to his mother.
"This is Sunday."

"Why, George! Why do you say that?"

"Because we are going to have waffles."

George was a fundamentalist. Anything that conformed to established order proved itself.

A good many people welcome Sunday as a day of specially good things to eat.

In the "new uses" campaign on Highland Pure Maple Sap Syrup for The Cary Maple Sugar Co., St. Johnsbury, Vt., Sunday goodness is promised for every day and every meal.

Cary Maple Sugar advertising is associating maple syrup with many hot, crisp foods, with iced foods, with the cooking of foods. By multiplying maple-syrup occasions and adding banquet deliciousness to many ordinary dishes it is increasing maple-syrup sales.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



"Circulation," when it is Free distribution, is often akin to ordinary "Circularizing," as far as the recipient is concerned.

IMPORTANT BUYERS

All Lines—Everywhere—Buying Every Product
order and pay for this

SUPERIOR PURCHASING GUIDE

Nearly 90% Paid Circulation

No matter what the product, this Register will present the sales message to the right man at the right moment, the moment when he wants to buy. Our users rarely look elsewhere.

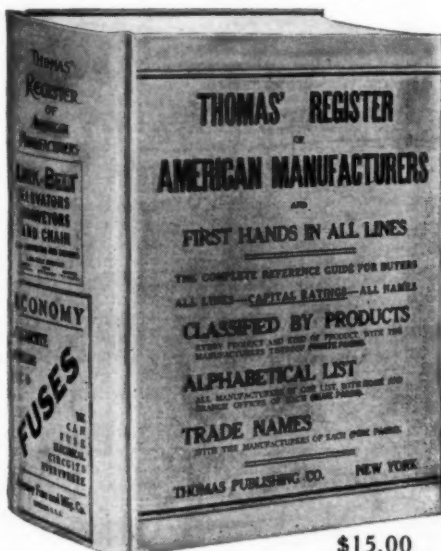
The only "Paid" circulation work of its kind.



It aims at 100% completeness, regardless of advertising. That is why

**BIG
BUYERS
Prefer it.**

**A. B. C.
MEMBER
(THE ONLY ONE)**



\$15.00

4500 Pages 9 x 12

2350 Advertisers Use 8025 Spaces

Most of them use "Keys" and know what they get

Space costs for only one issue a year, but continues as effective throughout the year as if repeated every week or every month.

THOMAS PUBLISHING COMPANY, 461 Eighth Ave., NEW YORK

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXVIII NEW YORK, JANUARY 20, 1927

No. 3

How to Get an O. K. from the Board of Directors

The Sales Manager with a Plan That Must Be Put Before the Board of Directors for Approval Will Find Many Helpful Suggestions in the Methods of the Production Manager

By C. C. Casey

President, The Work-Organizer Specialties Company

"IF I had the pull you've got with the board of directors," the sales manager said to the head of the factory, "I could double this business in a year!"

"Suppose I had tried to put over a proposition to scrap \$100,000 worth of advertising material, as you did that \$100,000 worth of perfectly good machinery! It would have been worth my job even to suggest it! Yet you actually got away with it! Don't tell me you haven't a pull!"

"I don't know about scrapping advertising material," the factory manager replied, "though you probably have plenty of it that ought to be scrapped, but I'll wager that if I had \$100,000 worth of raw materials out there which were not suitable, I could get approval to scrap it. The trouble with you sales managers is that you just talk it over with the board. You don't present a real, honest-to-goodness proposition."

"Well now, didn't I have an honest-to-goodness proposition on that plan to use a duplicate sales organization, so we could have one sales organization calling on new accounts without having to neglect the old dealers?"

"You did not! Why man, it wasn't going to cost me a red cent, and I was really prejudiced in your favor; yet you didn't half sell me. If I had been a member of the board I would certainly

have had to vote against you. You talked it over with them. You presented a few half-baked facts. You spouted a lot of theory. But you did not sell your proposition.

"That plan of yours would have represented more than \$1,000,000 expenditure. Suppose you went out to sell some dealer or jobber a \$1,000,000 contract—would you go out with the kind of proposition you presented to the board? If you did, you ought to fail.

"A lot of salesmen call on me. Very few of them—very few, indeed—have any really definite proposition to make to me. They apparently just come in to talk things over, to see if I have thought of anything I want to buy, or if I have discovered, by myself, any reason why I should buy their proposition. But as for really showing me any sound reason why I should buy their proposition—well, they don't!"

"Put yourself in the position of the board of directors. Suppose it was your own money you were spending, and that it was some other man's proposition on which you were asked to spend it. Then suppose the other man came to you with a mere belief that it would be a good investment, but didn't convince you that he was even sure of it himself. Would you approve of the laying out of \$1,000,000 on such a basis?"

"Surely you ought to know by

now that it isn't enough merely that you are sales manager, and that you recommend it. Too many sales managers seem to take that attitude. I doubt if any board is ever greatly influenced by the mere opinion of a sales manager. It isn't opinions they want.

"Suppose I went before the board with an expression of belief that orders were going to increase in the next three months, and that orders would by then have exceeded our capacity, and would be piling up, unshipped. Would that get me a new factory? Wouldn't they ask me how I knew that orders were going to increase? Wouldn't they suggest that I spend the next three months trying to find ways to increase production in the present factory space, with the present factory equipment?

"Our board doesn't care any more for my opinion than it does for yours. It doesn't care two cents what I *believe*. It is interested in what I *know*.

"I rather suspect that if you were with a machinery house, and wanted to sell me on scrapping \$100,000 worth of machinery and putting in an equal or greater amount of new machinery to do the work better, you would come to me with more than just your opinion that it would be a good thing for me to do. Instead, you would have a very definite outline of what that new machinery would save me, and how long it would take it to repay its investment and the loss on the old equipment.

"Now, let's run over my work in preparation for that big machinery proposition: I spent a solid month preparing that recommendation. I had a man working on those charts for nearly a week. I had another man for over a week figuring on costs, and digging up the information on which those charts were based. I was down here, myself, eight nights working on those data. We had an expert from the machinery factory here for a solid week helping us get the what's what on the proposition—not that he had anything to do with my recommendation itself, as presented to the board, but to help me get the facts on which to base

my own decision, and on which I, in turn, prepared my recommendation.

"You may remember that I knew to a penny what we could produce with that new machinery. I also knew the exact cost. I knew exactly what machinery I wanted to displace, and the difference in production on every single unit of the change. I knew, too, exactly how I wanted the new machinery arranged—which, perhaps you will say, shouldn't have interested the board very much, though it did show the board that I had gone into it thoroughly and knew what I was talking about.

"You will remember that not a single detail was overlooked. I not only showed the board everything it had any right to be interested in and on which it could base any angle of consideration, but I went further into details of no particular interest to the board, as part of my plan to show them that I had not overlooked anything. Then, after I had finished, I laid down an actual signed buying contract for the old machinery we were going to discard.

"Bear in mind that I had already sold the proposition on its own merits, by showing that it would pay, but to clinch the deal I showed a contract to buy the old machinery at more than double its book value or inventory.

"In fact, up to that point in my recommendations I had been letting them believe that the old machinery had no scrap value. When I surprised them by laying down a contract to buy at a price, which in itself would increase the assets of the company, there was nothing left but to give me the go-ahead."

Looked at in a casual sort of way, this anecdote appears as though it was turned wrong-side about. One would naturally expect it to be the sales manager who prepares his recommendations in a way which would assure their acceptance and that the factory manager, not being a salesman, would permit himself to be led into mere half-baked recommendations to his board.

But the story is an accurate picture of what is happening every



Examples of advertising in February

The February number of Good Housekeeping carries the following advertisements prepared by The H. K. McCann Company for its clients.

PAGE 94	Del Monte Peas
PAGE 101	Hawaiian Crushed and Sliced Pineapple
PAGE 104	Beech-Nut Peanut Butter
PAGE 129	Del Monte Canned Fruits
PAGE 164	Zonite
PAGE 182	Twenty Mule Team Borax
PAGE 201	Del Monte Spinach
PAGE 214	Nujol
PAGE 259	Vaseline
PAGE 263	San Diego California Club

THE H. K. McCANN COMPANY
Advertising

NEW YORK CLEVELAND
CHICAGO LOS ANGELES



SAN FRANCISCO DENVER
MONTREAL TORONTO

day in some organization. The sales manager gets a brilliant idea today, goes before his board tomorrow and tries to sell it and wonders why it is turned down. The factory manager gets an idea not half so brilliant, works on it for six months before he presents it, and it is okeyed in five minutes.

Why should a sales manager, of all people, go before his board of directors with a half-baked proposition?

Why should a sales manager, who knows selling forward and backward, be less than half as successful in the biggest selling job he has as the factory manager who isn't supposed to know anything about selling?

Reference has been made in this article to the sales manager's recommendation relative to a duplicate sales organization of special new-account men. A complete outline of this plan is given in the leading article in *PRINTERS' INK* dated October 28, 1926, under the title: "Why Not Have Special 'New-Account' Salesmen?" In the same article will be found, also, a few paragraphs of specific suggestion on the presentation of that particular proposition to a board of directors, telling how to gather the kind of information needed.

Perhaps the most important thing to bear in mind is that the mere expression of any mere personal opinion is a handicap for any proposition presented to a board of directors. The type of business men who compose the boards in most big organizations care very little for personal opinions.

I was talking with a sales executive about this recently, and he objected that it was not possible to state an advertising or sales proposition as definitely as a factory proposition.

"All sales and advertising plans," he said, "are bound to be more or less intangible. The factory man deals with buildings and machinery: wood, brick, steel—things a board of directors can see and feel."

"Don't deceive yourself," I told him. "The factory manager's proposition is not tangible just

because it is going to be expressed in machinery and factory workers, but because he thinks in tangible facts. The engineer deals with tangible facts, provable facts. There is very little that is theoretical about a bridge, or a building, or machinery, but that is merely because the men who think in terms of bridges, and buildings and machinery, think in tangible, known, expressible facts.

"The sales manager may have a little harder job to put his proposition in the form of tangible facts, but that only emphasizes the need for doing it. If you have difficulty in stating your proposition in such form, with what you yourself know about it, how can you expect men who know very little about your idea to *hear* the proposition in tangible form?"

He wasn't satisfied, though, even with that. He didn't see how an advertising or sales fact could be made so tangible as plans for a new building. He simply wasn't getting my idea. When I questioned him further, he told me exactly what a certain salesman, on a new selling try-out, had accomplished. The salesman made a certain number of calls in the course of a month, on a certain class of customers, and got a certain definite result.

He knew exactly how many such prospective customers there were, and how many salesmen it would take to call on all of them, and exactly what might be expected in the way of results for the amount of work that this number of salesmen could do in any given amount of time.

FACTS THE BOARD CAN COMPREHEND

That, I told him, was tangible. If he were going to ask for an appropriation to employ 117 salesmen to do the exact same work that this experimental salesman had proved out, he could present tangible facts. He could show the number of prospects, and amount of market. He could show the proportion of those who could be sold on the first call. He could show how many calls the 117 men could make in a month, and the

Consult the latest
A.B.C. reports for
present circula-
tions of Brooklyn
newspapers.

The Standard
Union leads with
Daily 79,167; Sun-
day 81,148; and
without premiums,
contests or prizes.

R. G. R. Hunsiman
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

amount of business they could reasonably be expected to get.

Knowing definitely what the 117 men would cost, he could tell definitely what the volume of business to be expected would cost, and the profit that would be made.

He admitted that a try-out by a single salesman was not sufficient grounds on which to base a request for 117 men, but he could see that all he needed to do was to add enough experimental men to arrive at averages and check the results, in order to have a very definite proposition for his board.

The sales executive deals in intangible facts only in so far as he theorizes, or guesses. When he gets down to the brass-tack language of the board of directors, he can build as definite and tangible a proposition as can any factory manager.

The board wants to know four things, definitely, positively, absolutely, and without—as the courts say—"any reasonable doubt":

1. They want to know what the plan you propose will cost;

2. What the plan may reasonably and *certainly* be expected to produce;

3. What it will cost *not* to do it; and,

4. That you positively and certainly can carry it out—and already have a definite plan for carrying it out.

Omit any one of these four angles, or leave any reasonable doubt on any of these angles, and you won't get approval.

Cost isn't very hard to determine if we dig deeply enough. However, it is not always so easy to lay down charts and specific tabulated figures to show what a plan may be expected to produce. Here, again, it is necessary to be more than careful, for if the board, with its uncanny sixth sense, gets the notion that any of the figures are based on opinion, or theory, or mere surmise, approval will not be forthcoming.

What it will cost *not* to carry out the plan recommended will usually be one of the strongest points to stress. Here, too, the sales manager needs to be awake and alert, for if he leaves a single loophole

for any member of the board to guess that any of the costs in this direction could not be eliminated under the present plan, he will be in difficulty. One may look on the board as friendly, and as actually eager to do what is asked, but the sales manager will make better progress if he assumes that every member of the board was born and raised in Missouri and must be "shown," 100 per cent. One may be certain that every member of the board will be looking for flaws in the plan, with eyes trained to pick out flaws.

The final thing the board wants to know is that the man who is to carry out the plan is capable of making that plan produce the results he says it will produce. It is a well-known fact that every really big business has many ideas and plans which are ready to be used, but which cannot be released because there is no man available who is capable of carrying them out. A sales manager may sell a proposition to his board, but unless he also makes it absolutely certain that he can carry it out, it will not be sanctioned.

The keynote of the whole problem of selling any proposition or plan to a board of directors, in reality, is the very essence of one of the biggest principles of every kind of selling—*removing the reasons for not buying.*

No matter how good the proposition appears to be or how well it is presented, if the presentation, or discussion following it, does not remove every possible reason for not doing it, the whole proposition may be rejected.

Reimers & Osborn to Direct Campaign on New Product

The Carbonite Laboratories, Inc., New York, maker of Carbonite, a new carbon remover for automobile engines, has retained Reimers & Osborn, Inc., New York advertising agency, to direct its advertising account.

Bright Star Battery Account for Wm. H. Rankin

The Bright Star Battery Company, Hoboken, N. J., has appointed the Wm. H. Rankin Company, advertising agency, to direct its advertising account. Newspapers and magazines will be used.



"Who is
Adam Periwinkle
—the Author?"

Not that you are necessarily a "Lion Worshipper" or "Hero Hound" for wanting to know, but merely because you will read more comprehensively when you understand the author's identity, calling and personal interest.

THE ATLANTIC MONTHLY

Recognizing this highly human trait among its readers, inaugurated years ago "The Contributors Column" by which Atlantic readers are introduced to Atlantic authors, thus stimulating reader interest to the highest degree. That other publications have copied this feature since, only stresses The Atlantic's foresight in introducing it several years in advance of contemporary publications. Such editorial leadership accounts for The Atlantic's advertising leadership in the monthly magazine field.

May we submit further data and rates?

THE ATLANTIC MONTHLY

A Quality Group Magazine

8 Arlington Street

Boston, Mass.

Circulation 116,000 net paid (ABC)—Rebate-backed—Guaranteed

This Idea Cut Catalog Costs 60 Per Cent

How a Distributor of Industrial Supplies Whose General Catalog Cost Almost \$5 per Copy Reduced the Expense and Increased the Effectiveness of His Book

By Ruel McDaniel

YEAR after year, The Smith Booth Usher Company, distributor of industrial merchandise on the West Coast with headquarters in Los Angeles, found it necessary to add new lines and to represent these lines in its voluminous catalog. Last year, when it came time to compile the new catalog, it was found the book had grown so large that it was running into several dollars per unit in cost.

A change was felt to be necessary and as a result of a novel catalog printing idea worked out by the company, the latest job cost about \$20,000, which represented a saving of approximately 60 per cent over the estimate under the old catalog pattern. This information comes from C. E. Baker, treasurer and sales manager of the company who also says that the new edition is producing considerably better returns than any edition previously published. Scores of favorable comments have come in from customers regarding the new form.

This concern distributes a wide range of products, running from felt washers to pumping plants and irrigation units to asbestos, rock crushers and cotton gins. It covers practically every industrial field. Adequately to list and describe every article carried for every industry to which the company catered would require a lot of valuable space; and much of the contents of a catalog which did justice to all lines would be merely a lot of verbiage to many customers.

In planning the new job, all the salesmen were called into the office and were asked about certain proposed groupings of lines. The discussion that followed resulted in the five groups, as shown in the

present catalog. This plan was based on the fact that there were a great many customers who needed nothing except certain specialties. A small canning plant, for example, had no need for road-building machinery; nor did road-building firms care to read about wood-working equipment. Naturally, to force them to wade through a large catalog cluttered up with text and pictures of equipment they did not want, did no good for the company.

So in compiling the data for the new catalog, the entire line was placed under five general groups. The first contained everything in the line of small tools and supplies, pipe, valves, fittings, power transmission and specialties; the second group contained pumps, engines and motors; the third consisted of construction, road-making, industrial and material-handling machinery; the fourth covered all machine tools, power presses, grinders, electric welders and hoists, while the fifth was confined to wood-working machinery and equipment. The new catalog, complete with the five groups, contains 566 pages. The pages are numbered consecutively from front to back, irrespective of group divisions.

The catalog was prepared and laid out just as though it were going to be published as a single book, except that the information was grouped in accordance with the five classifications. Although it was printed as a single publication, each group was separately bound, a light sub-cover being used for the front and back covers of each section or group. The company had predetermined how many copies of each section of the catalog it would need, it being obvious that it would need more of some

MILWAUKEE—First City in Diversity of Industries!

47% More National Lineage in 2 Years!

IN two years the volume of paid national advertising in The Milwaukee Journal has increased 47 per cent---from 3,330,668 lines in 1924 to 4,897,542 lines in 1926, the largest year in the history of this newspaper.

Every year sees an influx of more national advertisers in all lines to the rich and stable Milwaukee-Wisconsin market. Each year The Milwaukee Journal becomes a more productive and economical sales force in this territory. Through this paper alone you, too, can build a maximum volume of business here at the lowest possible advertising cost per sale.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

WISCONSIN—First State in Value of Dairy Products!

sections or groups than others.

Several hundred catalogs were made up and bound complete, with all five sections in them, for the company has many large customers, such as big oil companies, which buy material from every one of the five groups. Customers who bought from all groups got complete catalogs, individually bound, but with the title of each section or group printed on the front cover of the section, and with a general index to all sections. Bound in this manner, the general catalog has the appearance of just an ordinary large catalog.

Some customers buy equipment represented in two or three groups. In such cases, these customers get all the sections which carry merchandise in which they may be interested, the sections being bound individually. The special sections or groups, when delivered as separate units, bear a special outer cover of the same cover material as used on the front and back of the complete job, with the title of the section printed on the front.

A great many of the company's customers have highly specialized businesses and buy from only one group, and that one group or section of the catalog is all that such customers need. They do not want the other four-fifths of the publication, for it is merely in their way when they wish to find an item. To send the customer only the section he needs, not only saves the customer's time, but it saves the company about four-fifths of the cost of the complete catalog.

There is a subdivision in each of the five groups or sections that gives prices and descriptions of small tools and supplies, for these are needed to some degree in every line of industrial business.

Each group catalog is covered with a different color, so that they are all quickly distinguishable, whether bound in a general catalog or scattered individually on the desk.

When the catalog was ready for distribution, the salesmen were again called together and the job was thoroughly explained to them. They were told that each section of the catalog cost almost a dollar

and that they should be distributed carefully. They were given printed requisition forms and told to write down the name of each of their customers and opposite the names, the section or sections of the catalog needed. Distribution was then made accordingly.

"Besides saving about 60 per cent in the production of the catalog," explains Mr. Baker, "we were able to turn out a much more attractive job. We were able to give more space to illustrations and text, and we did not have to crowd our material, whereas in the old catalogs we had to make every inch of space count, because every catalog cost a lot of money.

"We save money on every one of our customers now. Where the customer is a big corporation and buys from every group of our stock, we send the purchasing agent a general catalog; but instead of giving each of the departmental heads a general catalog also, we give them only the section or sections relating to their specific departments. We save from one-fourth to four-fifths of the cost of the old catalog on every customer, and yet we give every one of them better catalog service. We know, because they have showered us with favorable comments in regard to our catalogs, whereas they never did do so before."

W. A. Wheeler Heads Paige-Detroit

W. A. Wheeler has been elected president of the Paige-Detroit Motor Car Company, Detroit, succeeding H. M. Jewett, who has been made chairman of the board of directors. Mr. Wheeler has been with this organization since 1914 and was made vice-president and a director in 1924.

Merritt Bond with N. W. Ayer & Son

Merritt Bond, formerly managing editor of the *New York Evening Post* and the *Philadelphia Public Ledger*, has joined the staff of N. W. Ayer & Son.

Mello-Glo Account for Street & Finney

The Mello-Glo Company, Boston, Mass., toilet goods, has appointed Street & Finney, Inc., New York advertising agency, to direct its advertising account.

EVERYTHING NEW AFFECTING FASHIONABLE LIFE IS PROMPTLY PRESENTED IN HARPER'S BAZAR

EVERY ADVERTISER WHOSE PRODUCT IS FASHIONABLE - MODERN - CORRECT - PROVES IT BY ADVERTISING IN HARPER'S BAZAR

IN 1927, THE HARPER'S BAZAR TRADE & MERCHANDISING SERVICE OFFERS NEW FEATURES OF INTEREST TO ALL ADVERTISERS

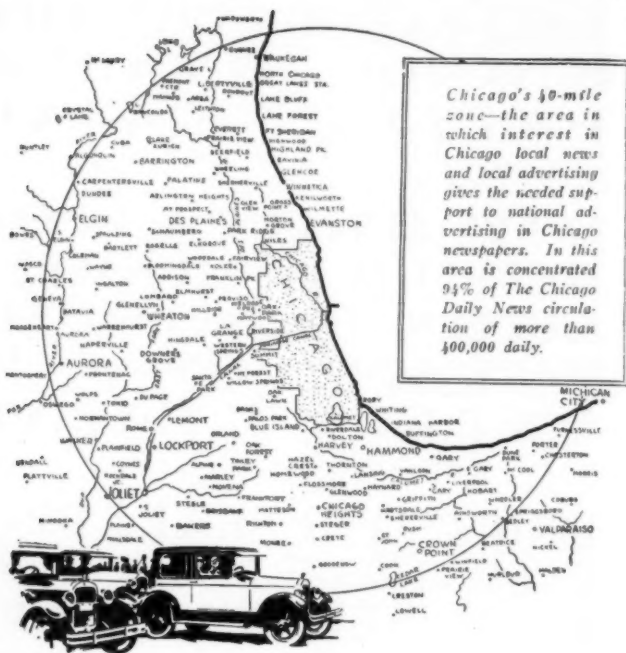
FREDERIC DRAKE . . . BUSINESS MANAGER

HARPER'S BAZAR

119 WEST 40TH ST • NEW YORK

MARCH FORMS CLOSE JANUARY 25

The Automobile Industry Ver



FIRST, that the Chicago market is a signally expansible one—in spite of its rapidly growing population it is ever increasing its quota of automobiles per capita—it is ever replacing old

THE CHICAGOD

FIRST INCHI

Member of The 100,000 Group

Advertising
Representatives:

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

Average Daily Net Paid Circulation

Verified Two Facts in 1926

cars with new and better ones—it is ever yielding to intelligent sales effort.

Second, that the advertising medium of increasing value in automobile selling is The Daily News.

Automobile advertisers in 1926 increased their use of space in The Chicago Daily News 37% over 1925. **Both the total volume and the gain were greater in The Daily News than in any other Chicago daily newspaper.** Here is the comparison:

*Automobile Display Advertising in Chicago
Daily Newspapers in 1926, in Agate Lines*

	1926	1925	Gain
The Chicago Daily News.	668,255	503,050	165,205
Second paper	460,266	409,902	50,364
Third paper	413,546	362,929	50,617
Fourth paper	393,705	267,996	125,709
Fifth paper	240,032	192,853	47,179
Sixth paper	179,633	145,091	34,542

Year by year, including 1926—the greatest year in its history—The Chicago Daily News has demonstrated its selling power in Chicago by leadership in the daily newspaper field both in automobile advertising and in the total of all advertising. Its superior service to the automobile advertiser is based upon the interest and confidence with which it is read in more than 400,000 homes of the automobile-buying type.

CHICAGO DAILY NEWS

IN CHICAGO

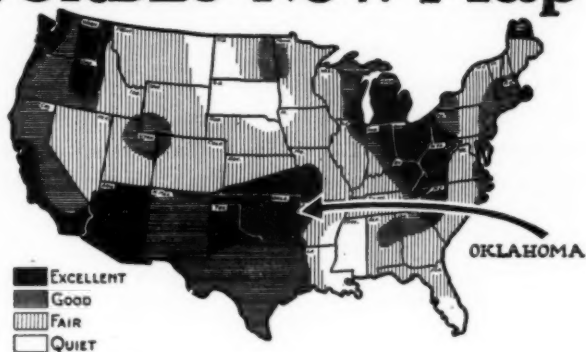
Group of American Cities

DETROIT
Woodward & Kelly
Fine Arts Building

SAN FRANCISCO
C. Geo. Krogness
233 First National Bank Bldg.

ulation for December, 1926 — 426,855

Compare *Your* Business with FORBES New Map.



CALL to mind the actual sales your product enjoys in the Oklahoma market. Is the volume "excellent" in comparison to your business in other territories? It should be . . . for FORBES' trade map of January, 1927, shows that every Oklahoma county is 'way out front in degree of sales activity. The whole state is labeled "excellent."

Oklahoma should be an unusually fruitful market for your product during 1927. The farmers of this state have pocketed \$309,654,000 from their 1926 crops, an increase

of \$35,337,000 over the 5-year average. They have the cash to do heavy buying!

Set your Oklahoma sales goal at a 100 per cent . . . and go after business where business is. In the big Oklahoma farm market!

To secure a larger volume of business in a shorter time, to make your Oklahoma business "excellent" like that shown on the Forbes' map, use the time-proven method. Direct your advertising to Oklahoma farm folk through their *one and only* farm paper, the Oklahoma Farmer-Stockman!

The OKLAHOMA
FARMER-STOCKMAN
Oklahoma City

Carl Williams
Editor

Ralph Miller
Adm. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Detroit Kansas City Atlanta San Francisco

Blazing the Salesman's Way

Together with Some Remarks on the Subject: Are There Too Many Salesmen?

By Maurice Switzer

Vice-President, Kelly-Springfield Tire Company

ARE there too many salesmen?

Our attitude toward that question is very apt to depend upon whether we are a buyer or a seller.

The seller naturally is inclined to feel that so far as he is concerned he cannot have too many salesmen to push his wares.

The man, however, to whom he is trying to sell may have good reason to believe that the world would be a happier, better place if three-quarters of the salesmen who call upon him would resign their vocations to take to deep-sea fishing or some similar pursuit.

Our advertising department, for example, has recently been obliged to put into effect a policy of referring all publication representatives to our advertising agency, as the large number of magazine, trade paper, farm paper and newspaper representatives, and the frequent calls which many of them felt it necessary to make, had created an intolerable situation.

The plan our advertising manager followed last year was to tell these representatives that when we got to the point of making up our lists he would give each of them all the time necessary to go thoroughly into their stories. Last fall he spent nearly three weeks down at our advertising agency, interviewing representatives by appointment, in company with the heads of the agency.

We feel that so long as representatives are assured of an opportunity to present their stories before lists are made up, they cannot complain if we refuse to be continually interrupted during the other eleven months of the year. As a matter of fact, our advertising manager states that several publication men have written him to the effect that they wished more advertisers would follow the same

plan, as it conserved their time as well as our own.

This digression is merely to make the point that buyers of anything in the larger centers of population are unquestionably oversolicited today. Whether that means there are *too many* salesmen, or whether it means there are not enough *good* ones, is a subject for discussion.

In our own case, we increased our sales force during the current year, but the reason for this was because many markets were not reached by us in the past, owing to the limited production in our Cumberland plant, where many obstacles were met with before we were able to get it to its present high point of efficiency.

Our difficulties having finally been surmounted, and our line rounded out so that we were able to meet general competition, we made plans to extend operations into those regions where we had very limited or no representation at all.

Before proceeding, however, actively to solicit this territory, we prepared the approach for the salesman by working along the following lines:

We assumed that the dealers with whom we had not previously contacted were unfamiliar with the excellence of our product, our policy, the standing of the company in the industry and the improvements we had made in the line, both in the matter of service and appearance. It was important, in our judgment, to bring the dealer up to date in these matters, and in that way pave the way for the salesman's call.

Before starting a direct-mail campaign, however, we made a careful survey of the territory, after which we sent salesmen over the ground, not to solicit orders,

but to report on the quality of the dealers and to send into the general sales department the names of the five best dealers in their respective territories, listing them in accordance with their importance. This, when accomplished, gave us a correct and intimate picture of all the territory we intended to attack.

Our first step was to send out a letter to prospects, on an engraved letterhead which bore the picture of our Cumberland plant and which we felt would impress the dealer with the size and importance of the factory. We made no direct attempt to solicit business in this first letter, simply stressing the following points: that some of the largest and highest class dealers in the United States were successfully operating exclusively with the Kelly line because the product and the sales policy were right; that their efforts were supported by a national advertising campaign of most distinctive type, and that the quality of the tire was assured by the large number of leading car manufacturers (whose names we listed) who had adopted Kelly tires as standard equipment. We then pointed out that the Kelly franchise offered a definite advantage over other lines which were not standard equipment with important manufacturers; that the hundreds of thousands of new cars going into all parts of the United States on Kelly tires were creating new business in the way of spares and replacements for Kelly dealers and that the service the product was delivering, our national advertising, plus a very attractive sales policy for the dealer made the Kelly line a proposition of unusual value.

A UNIQUE HOUSE MAGAZINE

Four days later, we followed this first letter with a copy of "Motor Chat." This magazine, by the way, is unique in house magazines, because it talks very little shop. It is printed on good paper, has a two-color cover and the illustrations throughout the book picturing passenger cars and trucks

equipped with Kellys are the only things in the nature of Kelly propaganda in the publication, with the exception of the first inside, third and back covers. This publication is an automotive digest containing everything that we can collect during the month of general importance to the car owner. It also contains verse and very short stories which are paid for.

We sell this publication to the dealer at 5 cents per copy and for anyone who buys 250 or more we print the third inside cover with his own advertisement, free of charge. In quantities less than 250, we imprint the dealer's name and address on the front cover. This publication costs 2 cents to mail and as envelopes are furnished by us, 7 cents per copy is the total expense the dealer has to bear. At the present time, this little magazine has a circulation of about 100,000 and it is used with splendid results by our dealers who send it out to prospective customers once a month.

Four days after we mailed "Motor Chat," we sent the prospect a copy of the "Advertiser." This is a periodical intended to assist the dealer in the preparation of his local advertising. It contains form letters, prepared copy, cuts, matrices, etc., which we offer free, also special information in the way of helpful suggestions received from other dealers relative to advertising practices which have brought results.

Four days after the "Advertiser" had been mailed, we sent a final letter reminding the dealer of the first letter and the two publications mentioned, and in this last letter we briefly reviewed the advantages of the Kelly franchise and the opportunity that was open to a live merchant to take on our line. With this last letter we enclosed a self-addressed stamped envelope and the dealer was asked to write on the back of our letter merely the following: "I want to know more about your proposition."

This campaign brought excellent results. In fact, our salesmen were able to obtain orders from

29 per cent of the total list. Our salesmen reported that in making the towns where this campaign had blazed the way they met with little resistance and that their reception was quite cordial in contrast to the indifference with which they were greeted when they first visited the territory for the purpose of making their preliminary report.

Freeze and Vogel, Inc., Milwaukee Advertising Business

Freeze and Vogel, Inc., is the name of a new advertising and merchandising service started at Milwaukee. Chester D. Freeze, recently president of The Koch Company, Milwaukee advertising agency, is president of the new organization. Henry S. Wright, president of the Henry S. Wright Company, industrial engineers, is secretary and treasurer.

Hugo C. Vogel and C. W. Garrison, both formerly with The Koch Company, are vice-presidents.

G. B. Hendrick to Join Crossett Shoe Company

George B. Hendrick, general sales manager and advertising supervisor of the W. L. Douglas Shoe Company, Brockton, Mass., will leave that company on February 1 to become first vice-president in charge of sales of the Lewis A. Crossett Shoe Company, North Abington, Mass. He has been with the Douglas organization since 1922. Prior to that he was assistant sales manager of the Fisk Rubber Company, Chicopee Falls, Mass.

Appointed Dyanshine Advertising Manager

J. B. Wells, who has been with the Southwestern Advertising Company, Dallas, Tex., for more than five years, has resigned as secretary and director to become advertising manager of the Barton Manufacturing Company, St. Louis, Dyanshine shoe polish.

L. R. Jackson Advanced by Firestone

Lee R. Jackson has been appointed sales manager of the Firestone Tire & Rubber Company, Akron, Ohio. He has been with the Firestone company for fourteen years.

American Mail Lines Appoint Lord & Thomas and Logan

The American Mail Lines, Seattle, have appointed Lord & Thomas and Logan, Inc., advertising agency, to direct their advertising account.

New Accounts for the Bennett-Williams Company

The Bennett-Williams Company, Inc., High Point, N. C., advertising, has been appointed to direct the advertising account of the Dize Awning and Tent Company, Winston-Salem, N. C. Newspapers in the Piedmont section of the State will be used.

The C. H. Turner Manufacturing Company, Stateville, N. C., tractors, saw mills and agricultural equipment, and the Continental Furniture Company, High Point, N. C., have also placed their advertising accounts with this company. Business papers and direct-mail advertising will be used for these latter accounts.

Melba Manufacturing Company Sold to David A. Schulte

David A. Schulte, president of A. Schulte, tobacco chain-store operator, has purchased the Melba Manufacturing Company, Chicago, cosmetics and perfumes. Besides the Melba company, Mr. Schulte also controls V. Vivandou, Inc., New York, toilet products, with which the Alfred H. Smith Company, Djer-Kiss toilet specialties, was merged last year. About \$1,000,000 a year is being spent in newspaper and magazine advertising for these products, according to Mr. Schulte.

Walter Rautenstrauch, President, Splitdorf-Bethlehem

Walter Rautenstrauch has been elected president of the Splitdorf-Bethlehem Electrical Company, Newark, N. J. He was formerly president of the Fred F. French Company, New York. Mr. Rautenstrauch succeeds M. W. Bartlett, who recently retired from the business.

E. H. Schwab, chairman of the board of directors of the Splitdorf-Bethlehem company, has been elected president of the subsidiary company, the Splitdorf Electrical Company.

Bausch & Lomb Appoint M. C. Williamson

Milton C. Williamson, formerly assistant advertising manager, has been appointed advertising manager of the Bausch & Lomb Optical Company, Rochester, N. Y. He was at one time advertising manager of the Wollensak Optical Company, also of Rochester. Mr. Williamson succeeds Sidney M. Cressett who resigned on January 1 to open his own commercial art studio in Rochester.

W. R. Tracy Made Vice-President of Oakland Motor Car

W. R. Tracy, whose appointment as general sales manager of the Oakland Motor Car Company, Pontiac, Mich., was recently reported, has been elected a vice-president.

Advertising Interests Complete Plans for Columbus Meetings

Advertising Commission, Fifth District Clubs and Two Ohio Newspaper Associations Will Meet at the Same Time—Joint Sessions Will Serve to Bring All Delegates Together

COLUMBUS, OHIO, will be the center of advertising interest of the Middle West next week with a series of conventions which will be held there. The winter meeting of the Advertising Commission of the International Advertising Association is scheduled for January 24 and 25. At the same time the Fifth District of the association will hold its annual convention, and also the Ohio Select List of Daily Newspapers and the Associated Ohio Dailies.

All these groups will conduct their sessions at the Heil House. The entire group will be brought together on two occasions: First at a luncheon on January 24 and, second, at a dinner on January 25. The program for the luncheon will be under the auspices of the Advertising Commission with Chairman Frank McClure presiding. The principal speaker will be Professor Edward H. Gardner, of the University of Wisconsin, who will discuss "A Better Understanding of the Economics of Advertising." The speakers at the dinner will be C. K. Woodbridge, president of the International Advertising Association, and Powel Crosley, president of the Crosley Radio Corporation, Cincinnati, whose subject will be "Radio and Its Future."

Interest in the Commission meeting will center in its five-year program for teaching the economics of advertising to the public, in plans for the convention at Denver of the International Advertising Association and in a financial program for the association.

The District convention on January 25 will be given over largely to a consideration of retail advertising problems. The speakers will include: Edwin H. Stuart, of Ed-

win H. Stuart, Inc., Pittsburgh; Ralph L. Sisson, Toledo *Blade*; and Lee H. Bristol, of the Bristol-Myers Company, New York, president of the Window Display Advertising Association.

The speakers for the morning session on January 25 of the District convention will be drawn largely from Commission members, including C. W. Nax, of the St. Louis *Globe-Democrat*, president of the Association of Classified Advertising Managers; Fred T. Grennell, of the Grennell Advertising Agency, Detroit, representing the Real Estate Advertisers Association; Merle Sidener, of Sidener, Van Riper & Keeling, Indianapolis, representing the American Association of Advertising Agencies, and Judge E. Allen Frost, Chicago, representing the Outdoor Advertising Association of America.

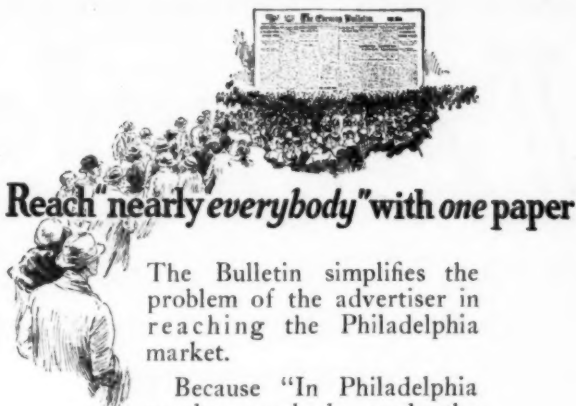
A direct-mail session will be conducted in the afternoon which will be addressed by R. N. Fellows, of the Addressograph Company, Chicago; Homer J. Buckley, Buckley, Dement & Company, Chicago, and John Howie Wright, editor of *Postage*, New York.

A special feature will be a financial advertising meeting, under the auspices of the Financial Advertisers Association, with E. H. Kittredge, secretary of the Commission, presiding. Another meeting of interest will be that of the Publicity Guild of America. Frank Leroy Blanchard, director of publicity for the Henry L. Doherty Company, New York, will speak.

Commission members and District convention delegates are invited to attend a luncheon of the Ohio Select List and the Associated Ohio Dailies on January 25, which will be presided over by its president, R. C. Snyder, publisher of the *Norwalk Reflector-Herald*. The speaker will be Congressman James T. Begg, of the Thirteenth Ohio District, who will talk on "The Press and its Influence on Government."

New Office for New York "Times"

The New York *Times* has opened an office at Newark, N. J.



Reach "nearly everybody" with one paper

The Bulletin simplifies the problem of the advertiser in reaching the Philadelphia market.

Because "In Philadelphia nearly everybody reads the Bulletin".

In this retail trading area there are about 550,000 homes and the Bulletin averages 537,974 copies! And that's the whole story in a nut shell.

DOMINATE } Create maximum impression at one
PHILADELPHIA } cost by concentrating in the news-
paper "nearly everybody" reads—



The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

New York 247 Park Avenue (Park-Lexington Building)
Chicago Vorse & Conklin, Inc., 28 East Jackson Boulevard
Detroit C. L. Wason, Vorse & Conklin, Inc., 321 Lafayette Boulevard
San Francisco Thomas L. Emory, Vorse & Conklin, Inc., 601 Market Street

NEW YORK EVENING JOURNAL

Leads

all New York evening newspapers
in these all-important lines
of advertising

For 28 consecutive years the New York Evening Journal has had the largest evening circulation in America. Double the circulation of the next New York evening newspaper plus 86,000 copies a day! Merchants and manufacturers invariably invest more money in the New York Evening Journal than in any other New York evening newspaper. The Evening Journal's circulation covers the world's richest market intensively and produces the greatest results.

New York Evening Journal

**LEADS in
Women's Wear
Advertising**

During 1926 the New York Evening Journal printed 1,606,341 lines of Women's Specialty Shop advertising, exceeding the Evening Sun by 239,582 lines and exceeding the Evening World by 887,093 lines.

New York Evening Journal

**LEADS in
Men's Wear
Advertising**

During 1926 the New York Evening Journal printed 831,277 lines of Men's Wear advertising, exceeding the Evening Sun by 306,115 lines and exceeding the Evening World by 522,178 lines.

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New York Evening Journal

LEADS in Food Products Advertising

During 1926 the New York Evening Journal printed 631,624 lines of food advertising, exceeding the Evening World by 29,565 lines and the Evening Sun by 32,405 lines.

New York Evening Journal

LEADS in Musical Instrument Advertising

During 1926 the New York Evening Journal printed 459,734 lines of musical instrument advertising, exceeding the Evening Sun by 230,558 lines and the Evening World by 394,639 lines.

New York Evening Journal

LEADS in Furniture Advertising

During 1926 the New York Evening Journal printed 1,295,476 lines of furniture advertising, exceeding the Evening World by 768,087 lines and exceeding the Evening Sun by 824,138 lines.

New York Evening Journal

LEADS in Jewelry Advertising

During 1926 the New York Evening Journal printed 116,735 lines of jewelry advertising, exceeding the Evening World by 61,664 lines and the Evening Sun by 63,128 lines.

**CIRCULATION FOR SIX MONTHS ENDING
SEPTEMBER 30th, 677,565 DAILY, NET PAID**

A daily gain of 41,779 over the same period last year.

NEW YORK EVENING JOURNAL

*America's largest evening newspaper circulation
. . . and at 3c a copy daily, 5c Saturday*

New York Office

2 COLUMBUS CIRCLE, New York City

Chicago Office

913 Hearst Building, Chicago, Ill.



*The Sure Sale
Is Made at
Home*

Radio Keeps The Family at Home To Read The Detroit News

THE Arabian Nights' marvel—the radio—entertains more Detroit people at their own firesides than the movie lures to the palaces of the silver screen. And when ensconced in their favorite chairs, Detroit people naturally turn to The Detroit News to read what their favorite station, WWJ, will have for them. For The News operates WWJ, the world's pioneer broadcasting station and The News is the outstanding radio medium of this territory. Hence any advertising in The News gets more attention and has more appeal—a fact in no small degree responsible for the leadership of The News in advertising in America in 1926.

The Detroit News

350,000 Sunday
Circulation

The HOME Newspaper

320,000 Weekday
Circulation

Give Your Pen Some Outside Exercise

Copy Writers Have Been Told to Do Collateral Reading of a Cultural Nature—Why Shouldn't They Try Writing of a Similar Kind?

By S. K. Wilson

Copy Chief, The Erickson Company

WHAT copy writers should read for the good of their souls and of their craftsmanship has received much attention. Text books on advertising propose not only themselves, but also a regimen of collateral reading of a cultural nature. In the files of PRINTERS' INK you will find recommendations ranging from Socrates to Shelley. And stress is placed on the high practical desirability of this kind of reading, although it may have no direct bearing on the copy job.

Canny advertising men do not quarrel with this advice.

But why do we never hear the proposal that copy writers should *write* as well as read outside of advertising copy—toward the same end of increasing their efficiency in copy? Why is it tacitly accepted that a man can improve the health of his work by broadening and diversifying his collateral-reading diet, yet keep his pen in condition on advertising copy only? How can you better affiliate general reading with special writing than by filtering it through general writing? In short, is there anything wrong with the following thesis except that you don't hear it every day?

You can't get the best copy out of the practice of reading assorted literature unless you practice assorted writing along with it.

There's been a lot of crooked thinking along this theoretically straight line. And one of the reasons is, I suggest, the copy writer's tendency to compartmentize. Even as to his reading, it's necessary at first to sell him the idea that he can transfer technique from an essay or a poem into an advertisement. He has, you see, always compartmentized: classics in one

coop, advertisements in another. That split, as I've said, is now pretty well healed. A fusion that results in the smelting of better copy—and that need not incidentally let literary taste grow cold—has taken or is taking place.

But when it comes to writing, the copy writer writes nothing but advertisements.

Another quirk of the twisted thinking back of this condition is that the average copy writer thinks of copy exclusively as copy—advertising copy, merchandising copy. That, of course, primarily it is; but it is, in addition, poetry, philosophy, fiction, satire, drama; it is Park Avenue, Wall Street, Broadway, Bowery, Brooklyn, Bronx; it is logic, it is froth; it is jazz, fugue, grand opera; it is imagism, it is horse sense; it is Chateau Yquem, it is bootleg; it is a cream-puff, a doughnut, a lady-finger, a pretzel; it is just bread. In short, the gamut of copy is equal to the sum of all the kinds of writing and all the kinds of speech extant in the world today—and then some.

Yet the copy writer goes on writing nothing but advertisements.

THEY SOON BECOME ADVERTISEMENT WRITERS

The most tragic feature of this phenomenon is that copy writers recruited from other fields of writing—reporters, editors, even novelists—too frequently write thereafter nothing but advertisements. Deliberately, wilfully nothing but advertisements. And alas, demonstrably nothing but advertisements. Or, if they do write outside, they compartmentize—and, blind to the constructive interrelation of fiction (say) and advertising copy, turn out fiction

that cries for a dose of copy-value and advertisements that holler for the imaginative touch. Never seems to occur to them to mix up the two *métiers*.

A well-known agency man, ex-short story writer, told me that he found it necessary to keep up his reading but that his "literary" style had been "shot to pieces" by several years of copy writing. That's a sample. You've heard the same specious bunk. Why not adapt the style, mister? But no. What this chap had tried to do was to discriminate literary style and copy writing—to the detriment, I imagine, not alone of the style. If his general reading could be utilized toward improving his copy, why not his general writing? A trained writer failing to use his training because he thought that advertising copy and literary work were two things—quite incompatible.

More excuse, then, you'll say, for the man who has never written outside. Granted. But he won't erect excuses if he can be sold on the value to his copy of practice in apparently unrelated lines of writing. And of course I'm dodging the vexed question: Should a copy writer attempt to juggle outside writing and copy writing with an eye on the professional rewards of both? That's another load of poles. The thing can be done. The thing has been done. You remember the couplet,

"Scots, wha hae wi' Wallace
bled,

Scots, wham Bruce has aften
led."

But I'm *not* to be led into that tempting by-path. My point is simply, practice in all kinds of writing makes better copy writing; my advice, practice ye, practice ye, oh neophyte!

Well, what at?

Blanket answer: Everything.

What, writing poetry?

Righto (let's call it verse).

What good is that?

Elemental. Take sonnet, rondeau or ballade. Just so many lines to each (to stress the most superficial aspect). Your thought must therefore be contained within

narrow limits. It must be presented complete within those limits. It must be proportioned soundly. And it must crack the whip. Brevity, conciseness, balance, climax. . . . Not so different from an advertisement.

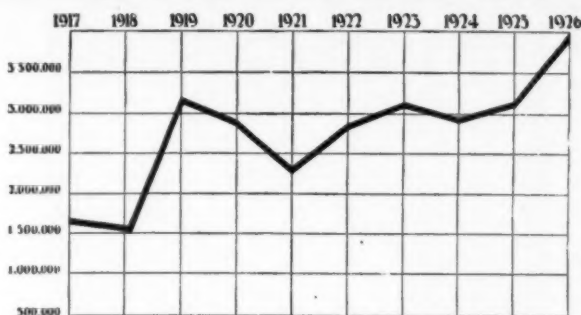
Moreover, seeking rimes is a jolly good way to make a self-acting Thesaurus out of your mind. Then, too, after you've ground out a sonnet or two and got "kiss-bliss," "life-strife," "love-above" out of your system, you'll find yourself reaching for fresh and ever fresher words, squelching the clichés as fast as they shamble out of their moth-bags.

Not so far off good advertising theory.

Mind you, this is strictly utilitarian stuff. Leaves out the spirit-liberating effects of the study of good literary models. Your reading takes care of that—but *it doesn't take care of your copy, too!* If you doubt that statement, try writing an advertisement after reading poetry for an hour and then after putting in an hour trying to *write* poetry. Perhaps your attempt will net no more than a drunken-looking, bat-eared, lop-sided quatrain—but you will have discarded so many ideas, dallied with so many ingenuities, started humming so many mental wires you didn't know you possessed, that when you tackle the advertisement you'll be astonished at the ease, the freshness and the imaginative versatility that come running out of their power-houses.

PLATO COULD HAVE WRITTEN COPY

Thus all down—or up—the line. Dialogues—the old Greeks would have made bang-up copy writers. (Memo to account-handler: I've assigned Mr. Plato to cover your Athens (Ga.) dealer campaign with dialogue leads. Wow!) And they'll make good copy writers of you. But don't just read 'em and let it go at that. Pick out some homely controversial subject and then turn yourself into Mr. Smith who chucks his version at Mr. Brown's head or at Mrs. Smith's. Get your characters wrangling, scoring off each other, convincing



3,934,419 lines of *National Advertising* 901,419 lines GAIN over 1925 volume

THIS is the largest gain for any newspaper, anywhere in America, with the single exception of the great New York Herald Tribune.

This is the third largest volume in America for a six-day newspaper. First in gain, third in volume, in America's twenty-first city!

* * * *

This volume is greater by hundreds of thousands of lines than that of *both* other Indianapolis newspapers combined (six issues a week against thirteen.)

* * * *

We do not quote these figures in vain or boastful spirit. Simply to give you the judgment and experience of other advertisers,

rather than our own enthusiasm for our market and our medium. Here, crystallized in figures is the combined judgment of national advertisers on the Indianapolis Radius and The Indianapolis News. It outweighs anything we might say, for this is the testimony of years and experience, written in dollars invested in space and dollars returned in sales and profits. Words are futile in face of facts so tremendous.

* * * *

When you contemplate these figures, remember that this is not a sporadic spurt but the accumulated endorsement of 57 years, the last ten of which are recorded in the chart above.

The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York
DAN A. CARROLL
110 East 42nd St.

Chicago
J. E. LUTZ
The Tower Building

each other, all the while talking as real people talk when they're just expressing themselves. And your next piece of dialogue copy will read less like the manufacturer talking to the manufacturer's own shadow.

(It seems hardly necessary to drop in here the caution that these recommendations are for pursuit outside of business hours. There are employers, maybe even copy chiefs, who would look with scant favor on exercise of this kind during office time. But the same admonition would apply to your general reading.)

Fiction, now. The tyro's most helpful henchman. What vistas open up before the pair of you working together! . . . The trouble with the average advertisement is that it has only two dimensions. Like the page it's printed on, it possesses only length and breadth—and sometimes, indeed, lacks the latter. But depth, background, life, movement—Dimensions No. 3 and No. 4—where are they? These qualities teem in good fiction and can be transplanted. How can a piece of copy, that starts cold from merchandise scratch, accept the pace of an advertisement which enjoys the flying start of a fiction-coached imaginative lead, and expect to pull up at point-of-sale in anything but a winded condition? Yet that's what happens usually to the copy of the man who writes—and thinks he's writing—nothing but advertisements. That writer who, on the other hand, has practiced writing fiction with the view of improving his copy, won't start at merchandise scratch. His fiction models didn't. Not they. So he, too, will "beat the pistol." He'll work up a perspective. He'll plot out his message. He'll think his advertisement in terms of *depth*. He'll experiment with overtones. He'll get a heart-warming, muscle-lubricating head-start. In short, though the advertisement be the baldest kind of selling prose, though the only character in it may be played by a broom handle, that advertisement will have depth in it and movement and life.

And what about dramatic writ-

ing? Try it. Sketch out a little scene. Or a monologue. Pretend that a hard-boiled manager will pass on it. Every line in it, then, has got to "get over," be natural, belong inevitably to the speaker; every bit of action and business must score—and score in an ascending curve. No entrances and exits that don't strictly "relate," not an excess-baggage word or step or sit. Moreover, no self-conscious glances toward the audience. Spontaneity. You've got your mental eye on the audience, of course, and on the box-office beyond—but *not while you're writing (and vicariously acting) your piece*.

Then: pitch into that conversational lead which has been baffling you. Why, hello, I've just written it! Same mechanic, same salutary restrictions, same formula of power—and, by George, the same hard-boiled audience to keep a fellow on his toes. Whoop! It's a pipe, now. Never got so much life into my stuff. Why didn't I ever try this stunt before?

One could go on almost indefinitely spinning similar analogies. Enough, perhaps, in these jottings to bring out the point—and maybe induce a few skeptics to try a little sampling.

Appointed by "Clinical Medicine and Surgery"

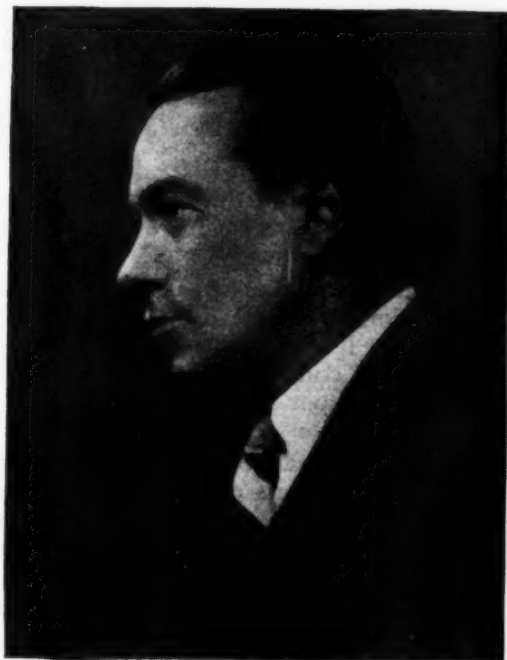
George H. Doyle, formerly Eastern representative of the Associated Medical Publishers, has been appointed Eastern advertising manager of *Clinical Medicine and Surgery*, New York, which changed its name from *Clinical Medicine* beginning with the January issue.

G. C. Lederer with John P. Smith Company

Granger C. Lederer has resigned as vice-president of the Case-Hoyt Corporation, Rochester, N. Y., printing, to become associated with the John P. Smith Company, Inc., general printers, also of Rochester.

Navy Publication to Be Issued Monthly

The U. S. Navy Magazine, San Diego, Calif., will hereafter be published monthly instead of semi-monthly. The February 1 issue will be the first under the new schedule.



AYMAR EMBURY II

New York Architect, writes—

"I have more new processes and materials brought to my attention by clients who have been attracted by the advertising in *House & Garden* than I have found for myself in the magazines and professional journals."

HOUSE & GARDEN

First in the Building Materials Field

One of the Condé Nast Group

All Members Audit Bureau of Circulations

No. 7 in a Series

Get This Real Picture of Boston

The *confusion* and *illusion* will disappear
—you'll get the real picture of the Boston
newspaper situation—

—when you make up an *optional* combination of the leading evening paper and the leading morning paper or—an *optional* combination of the leading evening paper and second morning paper—

for fair comparison with the *compulsory* combinations composed of the second evening and third morning, or the thirdevening and fourth morning papers.

—when you compare combinations with combinations rather than with individual morning or evening papers.

Here are the combinations:

	Oct. 1, 1926	Milline
1st combination (<i>optional</i>)		
American & Post	655,300	1.68
2nd combination (<i>optional</i>)		
American & Advertiser	415,584	1.68
3rd combination (<i>compulsory</i>)		
Globe, Eve. & Morn.	273,240	1.83
4th combination (<i>compulsory</i>)		
Traveler & Herald	250,998	1.99

Boston American Boston Advertiser

Advertisers who believe it pays to follow the trend of public opinion—and who want **VOLUME** in sales during 1927 will be interested in these facts:

1. The Sunday Advertiser has gained 96,794 circulation during the last five years—(Oct. 1, 1921—Oct. 1, 1926). During that period the second largest Sunday paper lost 69,459 and the third and fourth papers combined gained only 17,657.
2. The net paid circulation of the Sunday Advertiser October 1, 1926, was 490,588—practically one-half million families—in more than 800 cities and towns—constructive factors in stimulating distribution and in building **VOLUME** sales.
3. The circulation of the Sunday Advertiser in Boston's fifty mile radius is greater than the *total* circulation *everywhere* of any other Boston Sunday paper.

That the people of New England have shown a decided preference for the Sunday Advertiser is fully demonstrated by the circulation figures:

	Oct. 1, 1926	Milline
Sunday Advertiser	490,588	1.53
Sunday Post	339,486	1.62
Sunday Globe	322,395	1.72
Sunday Herald	122,750	3.26

Boston
Sunday Advertiser

Getting a good start on 1927

For most people 1926 was a pretty good year. Now it is our task to make 1927 a better one.

As an effective means of increasing business, advertising direct to the consumer has a high place. Out of our wide experience we have gained much practical information. Some of which might be of help to you.

It's yours for the asking.

CHARLES FRANCIS PRESS

461 Eighth Avenue

Telephone Lackawanna 4300

Printing Crafts Building, New York

Congressional Hearings on New Trade-Mark Legislation

Little Progress Has Been Made in Unifying Conflicting Opinions

*Washington Bureau
of PRINTERS' INK*

THE inability of lawyers to agree appears to be all that will prevent very much needed trade-mark legislation. For several years, committees of prominent trade-mark attorneys have been working on a bill that would consolidate the present trade-mark laws, simplify registration, and make the service more valuable to industry. During the last session of Congress, Representative Vestal, chairman of the House Committee on Patents, told the members of the attorneys' committee and other witnesses, that he would do everything possible to report out any bill which was acceptable to the interests involved. But hearings held last week on the legislation before both the Senate and House committees on Patents, indicated that the interests involved are almost as far apart as they ever were.

However, it was understood that the Senate Committee would make a special effort to report out the amended Shipstead bill (S. 4811). In that case, it is supposed that the House committee would amend the Vestal bill to conform with the Senate bill, and report it out within a few days. If all this transpires, there is a chance that the present Congress will pass new trade-mark legislation.

Just what form the new legislation will take was indicated, but by no means assured, by the hearings before both committees last week. Among the proponents of the bills before both committees were A. C. Paul, of Minneapolis, and Edward S. Rogers, of Chicago. Both have had much to do with the framing of the proposed legislation. Mr. Paul unqualifiedly endorsed the bill before the Senate Committee. Mr. Rogers said that, for the most part, the bill provides for the consolidation of trade-mark law into one Congressional Act, and thereby insures quick trade-

mark procedure for purposes of protection.

Also before the Senate Committee, Thomas E. Robertson, Commissioner of Patents, and Arthur C. Frazier, member of the committee on legislation of the American Bar Association, endorsed the bill. Mr. Robertson said that he was mainly interested in the depository phase of the legislation. He also remarked that while it was not possible to draw up a bill that would be satisfactory to every one concerned, he felt the proposed legislation was better than the present laws. Mr. Frazier said that he felt the Shipstead bill was more conservative and safer than the present law.

In opposing the bill before the Senate Committee, Karl Fenning, chairman of the committee on laws and rules of the American Patent Law Association, said that the majority of his committee was flatly opposed to the bill. Walter C. Hughes, representing the National Confectionery Association, said that his organization represented about 500 manufacturers, controlling about 80 per cent of the industry. He opposed the bill because it made no improvement over the present law. On the same ground, William S. Green, representing the U. S. Trade-Mark Association, and Edward B. Brownell, representing the New York Patent Bar Association, testified as to the opposition of their organizations.

Practically the same group of witnesses appeared before the House Committee. There, as was the case before the Senate Committee, the bone of contention was Section 5 of the Act which reads as follows:

(a) Any mark (including therein a trade-mark symbol, label, package, configuration of goods, name, word, or phrase) used in commerce and identifying any merchandise or business may be deposited in the Patent Office by the

user by filing one or more copies, facsimiles, or representations thereof, as the Commissioner may direct, on a form to be furnished by the Commissioner, and by paying into the Patent Office a fee of \$2. Any person using, in commerce, any such mark, which shall not have been registered and for which no application for registration has been filed, who shall fail so to deposit it within one year of the first use thereof in commerce, or within one year after this Act takes effect, shall, in applying to register in any form under this Act, pay, as a fee for such registration, in lieu of any other fees prescribed in this Act, the sum of \$30. There shall be excepted from the foregoing the trade-names embraced in Article 8 of the Convention mentioned in Section 6 hereof, but such trade-names may be deposited under this Section at the option of the user thereof. Any user of a mark solely within a State may, at his option, deposit the same under this Section.

(b) The Commissioner shall cause to be assembled for search purposes, in such form as the Commissioner may determine, all marks—

(1) Now registered and which may hereafter be registered;

(2) For which applications for registration are pending;

(3) Which may be deposited under this section; and

(4) Any other marks in actual use which the Commissioner may direct.

Such collection of marks shall be open to public inspection at such times as the Commissioner may prescribe.

The Commissioner may remove from this collection abandoned marks, infringing marks and marks which are immoral, scandalous, or otherwise unlawful.

Mr. Rogers explained before the House committee that the purpose of this section is to have a file available for search purposes, so that if a man wishes to adopt a trade-mark he can find out, with reasonable completeness, what marks are in use in the industry, and therefore know what to avoid. "As the situation is now, there is no place where there is a file except the private registry bureaus. Mr. Thomson has a bureau in Boston, and there is one for the confectioner's association; but there is nowhere a comprehensive file that can be searched."

Mr. Rogers also explained that the certificate of deposit clause in the bill which was introduced during the last session of Congress, and which aroused a great deal of opposition, had been deleted from the present bill, and that there had been substituted for it a provision which, to a considerable extent,

is the Act of March 9, 1920, amended and simplified.

"It provides in brief," he continued, "that anyone may file in the Patent Office a mark which is to be used or is used in export trade; that the commissioner shall make an examination to find out if it is not a mark which infringes the usual provisions. . . . If not, a certificate forthwith shall be issued.

"The Act of 1920 was designed to accomplish this very purpose. It is a curious piece of legislation. It is very difficult to understand. It was intended to provide a quick means of registration, yet it provides that a mark, before it can be applied for, must be in use for one year, which works an occasional hardship where a manufacturer has to get quick registration of a mark just adopted, or adopted for the purpose for which it is being used in a country where the goods are going."

As Mr. Rogers also explained, the Act of 1920 was enacted to take care of weak trade-marks, but while registrations expire in twenty years under the 1905 Act, under the 1920 Act they are perpetual. A more curious fact regarding the 1920 Act is that there is no review of any case under it in the Patent Office, and no appeal to any court.

During the discussion before the House committee, it appeared that a flood of letters and telegrams opposing the bill had been received. Mr. Paul, after mentioning that several of these had been placed in the record and that they were untrue in many of their statements, declared them to be the result of propaganda sent out by one of the opposers to the bill to the owners of trade-marks and patent solicitors throughout the country.

On behalf of the New York Bar Association, Henry B. Brownell said that the Board of Governors of his association do not approve the bill. "They believe that this bill is such a departure from the old statute that the interpretations of the courts for the past twenty years are put in the discard, and we practically start with a new proposition as to trade-mark registration and, to a cer-

A NEW FEATURE

"For and About the Home" is a new feature appearing each Tuesday in the Chicago Evening American. It presents timely and valuable information on appliances and equipment that tend to make home life more enjoyable.

There are articles on oil heating equipment; on iceless refrigeration; on lighting fixtures and there are floor plans of homes to meet every purse.

This new feature has won instant recognition both from the standpoint of reader interest and advertising productivity. It enables an advertiser of any commodity or product of interest to the home to obtain maximum attention.

"For and About Your Home," appearing each Tuesday in the Chicago Evening American, offers a real opportunity to build volume sales in this rich, responsive market.

CHICAGO  AMERICAN

A good newspaper

tain extent, as to the rights in trade-marks under the Federal law."

Henry C. Thomson recorded the protest of the Boston Patent Law Association against the bill. Also opposing, A. H. Ogle, secretary-treasurer of the Association of National Advertisers, said that his organization represented business men who are doing a very large volume of business. "They are the owners of trade-marks who advertise," he added, "and there are certain provisions of this deposit feature that our members have expressed themselves as being very, very definitely opposed to." He then explained that his statement was based on the returns from an exhaustive questionnaire sent out to all members of his organization.

Section 12 of the bill provides that an application for registration may claim the ownership of a trade-mark for only a limited portion of the territory of the United States, or in foreign commerce, in which case the commissioner may register the mark for such limited territory. There is also provision under this section for the filing of written agreement when two or more claimants come to an agreement regarding the use of the same mark. Mr. Thomson filed strenuous objection to this section "because it provides for piece-meal registration," and several other witnesses adversely criticized the provision.

The attitude of the business man, the owner of trade-marks, was ably presented by William K. Burlen, of the New England Confectionery Company. He remarked that the committee had heard from the doctors on the bill, and that he thought the members would be interested in hearing from the patients. He then explained that his company is one of the largest manufacturers of confectionery goods in the United States, exporting a large volume of products to foreign countries, and the owner of sixty-two registrations on domestic trade-marks. He said also that his company had ten trade-marks registered in foreign countries, and

maintains a file of approximately 1,500 common law marks. In reply to a question as to the ownership of these 1,500 marks, he replied that his company believed itself to be the owner, and continued:

"As a manufacturer with registered trade-marks, we look upon the privilege of our position in the Patent Office as a very valuable privilege in this way:

"First, that we may preserve *prima facie* evidence of ownership in our marks. And secondly, that we may be privileged to exclude from the Patent Office records the listing of any marks that may conflict with our common law marks.

"The pending bill seems to provide an opportunity for a prospective trade-mark owner to consult the registered marks and also the common law marks which are to be recorded under the new system of deposit." However, after admitting that this provision appears to be a benefit, he objected to the deposit system because it does not provide for publication and, after some further discussion, concluded:

"It looks as though we should be put to a great deal of unnecessary expense and that we would inherit some liability with the registration of our marks."

Of course, this outline of the hearings is exceedingly brief. The testimony was voluminous, conflicting, and much of it was repeated again and again. However, there appears to be a chance that the bill will be forced through. It is evident that both committees are exceedingly tired of devoting time to hearings on the same measures year after year.

Transferred by Jam Handy Picture Service

H. W. Oviatt has been transferred to the position of service representative of the Jam Handy Picture Service with headquarters at Los Angeles, Calif. He will have charge of clients' field service throughout the Southern Pacific States.

Appoints Thos. M. Bowers

The American Technical Society, Chicago, publisher of technical books, has appointed the Thos. M. Bowers Advertising Agency, of that city, to direct its advertising account.

Yes!

There *Are* Two Groups In Boston

And the Herald-Traveler alone can adequately cover the more important of them. That most advertisers realize this and invariably select the Herald-Traveler as one of their Boston papers is indicated by the classifications below in each of which the Herald is first or second for the year 1926 among Boston newspapers.

Auto
Books
Boots & Shoes
Building Materials
Financial
Furniture & Household
Groceries
Hotels & Restaurants
Insurance
Jewelry
Magazines
Manufacturers' Equipment
Men's
Men's & Women's
Miscellaneous
Newspapers
Office Equipment
Talking Machines
Women's
Radio
Railroads
School & College
Steamship & Travel
Tobacco

There are but three classifications of national advertising in which the Herald-Traveler is not first or second.

BOSTON HERALD-TRAVELER

Advertising Representatives
Geo. A. McDuffitt Co.,
250 Park Ave., New York
514 Peoples Gas Building,
Chicago, Ill.



1926 was the sixth consecutive year that the Herald-Traveler has led all Boston daily newspapers in national advertising, including all financial.

Haut Monde

or

Main

Street

CHICAGO:

608 South Dearborn Street

NEW YORK:

120 West Forty-Second Street

SAN FRANCISCO:

201 Sharon Building

The HOUSEHOLD

"THE MAGAZINE

Arthur Capper, Publisher

HAVE you, as a national advertiser, ever pictured the typical home in which you want your product used?

If you have, we would like to perform an experiment. Let us compare your picture with one that we have constructed. Ours is a picture of the typical Main Street home. We think yours is the same!

The ultimate fate of the nationally advertised product rests, not with the ultra-fashionable menage, but with the *normal small-town American home*.

That principle is now actively accepted by an astonishing number of important advertisers. Its recognition has resulted in a swing to The HOUSEHOLD MAGAZINE that is the outstanding development in the home publication field. A circulation of 1,650,000, concentrated in this vital prosperous market—here is the ready instrument for Main Street penetration. Here, too, is the solid foundation for the intensive marketing policy that is *imperative* for 1927.

Let us, then, make the comparison—your image of the ideal market and our facts of Main Street opportunity.

HOUSEHOLD MAGAZINE

OF MAIN STREET"

D. M. Noyes, Advertising Manager

it may seem
funny to some
people that the
stronger we get
the more loudly
we proclaim the
inability of
the Detroit Times
to *cover* the greater
Detroit area
alone---no one
paper can do a job
like that in
a *big* market,
so why kid the public.

The "In-between" Price Market— Are You Overlooking It?

Nettleton Uncovers and Advertises to a New Quality Market

By H. W. Cook

President, A. E. Nettleton Co.

RECENT investigations by our company have brought out, contrary to a general impression in the men's wear field, that there is an upward tenor in the buying range of men. This quality trend already is being felt in the men's shoe field.

Experiments among our dealers in many parts of the country and over several seasons showed us clearly last spring that this trend existed, and as a result of a rather complete survey we began, last autumn, to merchandise and advertise a new line of shoes priced at \$12.50. This is below our regular \$14 line and above the more popularly priced \$10 grade.

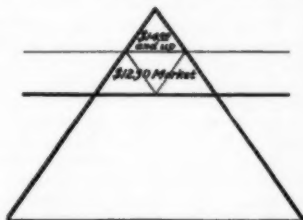
Returns from this new market, which is conservatively estimated as 300 per cent larger than the regular Nettleton market, have already proved that our conclusions were correct.

Men are slow to deviate from their buying habits. They do not react to a new trend with the same degree of spontaneity which has been both a help and a hindrance to the merchandising of women's wear.

But, due to several factors, men, today, are paying more for shoes, especially those men who have been accustomed to buy in the proximity of the popular \$10 grade. Among these factors are general prosperity throughout the country, increased earning power and improved living conditions, all of which have accustomed men to better merchandise. That this change in buying habits has also been hastened by the natural reaction from the flood of cheaper-price merchandise which swept the country following the reconstruction period of the war is unquestioned.

It is true that there are not so

many pairs of men's shoes being sold today as during the peak of the boom years. But our investigations in certain key cities indicate a surprising increase in the percentage of sales of fine shoes as compared with the increase in sales of popular-price footwear,



*A Greater Nettleton
Market Opened to You
With New \$12.50 Price*

—somewhere on the sales pyramid below the \$14.00 triangle the new \$12.50 retail line is drawn. It may be further down than we have indicated. In certain places we are sure of it. But at all events—it represents everywhere—a new field—larger and unquestionably more profitable—a new Nettleton market which is conservatively

300% larger than before

Cultivate this field Now! Thousands of men who have left Nettleton shoes just beyond their reach will wear them now. Start today toward building up a larger, more profitable volume of Nettleton sales.

The Nettleton salesman are now on their territories with a complete line of samples. Write us, and we will advise the salesman covering your vicinity of your interest. It will place you under no obligation to buy.

A. E. Nettleton Co.

H. W. COOK, President

SYRACUSE, NEW YORK

HOW THE NEW LINE WAS INTRODUCED
TO THE DEALER

the new business coming from men accustomed to buying the \$8 to \$10 grades.

Indications of this increase caused us to go more deeply into the investigation of a new market for a line of quality merchandise

priced slightly lower than the top-most goods, and of the many forecasts from different sections of the country, that of a prominent retailer in a Middle-Western city stood out.

Investigation of his business proved that while the men's department as a whole showed a slight shrinkage, Nettleton sales showed a 6 per cent increase. Too, while an Eastern merchant reported an 8 per cent increase for his entire department, his Nettleton sales showed a 33 1/3 per cent increase. These are but two instances of many which showed us that the men's buying trend was toward better footwear.

While analysis of our regular market at the peak of the sales period indicated that the very high-class field is unquestionably the most profitable, both from an investment and a turnover point of view, our study also showed that a \$12.50 Nettleton product would develop a splendid market, representing as it would a midway point between the \$10 and the high-grade \$14 shoe.

We also felt that a slightly lower-price article would serve as a stepping stone to a greater future sales volume in the better grade.

This new product then, we figured, would extend our field to a depth in the sales pyramid that would be equal at least to the depth of our \$14 triangle at the peak; and would project sales—estimated modestly—to an interested, responsive, ready-to-buy market 300 per cent larger than our former one.

Prior to adopting the new \$12.50 line, however, several Nettleton dealers in various sections of the United States made a concerted drive on special numbers of the proposed line, and we found that they attracted new business without loss to their regular high-grade volume.

This experiment helped to bring our deductions to a definite conclusion and the new Nettleton shoes became a reality, the \$12.50 price being made possible by quantity production and a very close

manufacturing profit. This line was shorter than the highest grade but the quality features were rigidly maintained.

Last fall we took the new merchandise to the dealer, approaching him with an opportunity to extend his price range and at the same time to retain his regular mark-up.

Telegrams, lettergrams, direct-mail and business-paper advertisements were backed by personal calls from our salesmen. One of our letters will serve to illustrate our general approach in merchandising the product and in explaining the newly uncovered field to the merchant.

Under a triangle, the peak of which represented sales of the high-price goods and a lower section of which indicated the greatly expanded market to be filled by the new shoes, we said:

Analyze the market at the peak of the sales pyramid and you will find that the earnings on your investment make it the most profitable unit in the triangle.

At \$14 retail, this market has been limited. This is obvious. But it is profitable, and that's what measures the progress of any successful business.

Now we extend this market to a new and larger field. Somewhere on the sales pyramid below the \$14 triangle the new \$12.50 retail line is drawn. It may be further down than we have indicated. In certain places we are sure of it. But at all events—it represents everywhere a new field—larger and unquestionably more responsive—a new market that is conservatively 300 per cent larger than before.

Now is the time to reach this field. Thousands of men who have felt Nettleton shoes just beyond their means will want them. You will make your regular profit. Your business will grow. Your earnings will increase. That's what you want—and have a right to expect.

Nettleton salesmen are now on their territory. They are carrying samples of these new Nettleton styles which in no way conflict with the lines you are now selling.

Drop us the enclosed card and we will in turn promptly advise our salesman of your interest, and he will call at the earliest possible date.

Business - paper advertisements presented the same material to dealers, the fact that salesmen were ready to call being brought to the fore.

Consumer advertising, which was also launched during the fall, appeared in full-page, four-color

The Evening World

NEW YORK

These Merchants Know Their Business!

THE following New York Department Stores, representing the most important single group of merchants in America, placed 5,160,119 lines of advertising in THE EVENING WORLD in 1926:

B. Altman & Co.
Best & Company
Bonwit, Teller & Co.
Hearn & Company
R. H. Macy & Co.
Oppenheim, Collins & Co.
Saks Fifth Avenue
Stern Brothers

Arnold, Constable & Co.
Bloomingdale Bros.
Gimbel Bros.
Lord & Taylor
James McCreery & Co.
Saks Herald Square
Franklin Simon & Co.
John Wanamaker

Their combined space represented a gain of 574,789 lines over the preceding year, an increase of 12.5% and by far the largest increase of its kind in the New York evening field.

It must be borne in mind that every cent these merchants spend in advertising is expected to produce *immediate* returns. Their advertising course is based on the most carefully charted experience covering many years of study, and to obtain and hold their confidence, a medium must face every test known to modern merchandising.

PULITZER BUILDING
NEW YORK

TRIBUNE TOWER
CHICAGO



The Favored Evening Newspaper in the New York City Home

announcements in class magazines. These did not feature price. Quarter-page monthly advertisements which went to the consumer in men's athletic club publications did, however, play up the new price. We also advertised the line throughout the country in local newspaper copy through our own stores and through those of our dealers.

The results so far secured have convinced us that we have succeeded in tapping a highly profitable new market without adversely affecting our other lines. In fact, if anything, the signs are that our \$14 line will benefit as a result of the new Nettleton customers created by the \$12.50 line.

Large Increase in Leonard Refrigerator Sales

For the period from July 1 to December 1, the Leonard Refrigerator Company, Grand Rapids, Mich., reports an increase in sales of 54.6 per cent. This gain does not include cabinets for electric unit manufacturers but applies only to the line of ice refrigerators. The figure is of special significance, according to August H. Jaeger, secretary-sales manager, because refrigerator deliveries are heavier in the first part of the year than the period in which the increase is reported.

Furniture Account for R. E. Sandmeyer Agency

The Elgin A. Simonds Company, Syracuse, N. Y., manufacturer of furniture, has appointed R. E. Sandmeyer & Company, Chicago advertising agency, to direct its advertising account. National and trade publications will be used in the 1927 advertising campaign planned for this account.

E. B. Neil with "Automotive Industries"

Edmund B. Neil is now a member of the staff of *Automotive Industries*, Philadelphia, as manager of the trade research department. He formerly conducted his own business at New York as a consulting engineer in the sales promotion and advertising of technical products.

Advertising and Printing Courses Started

The New York Evening High School has added to its schedule of classes a course on advertising typography and one on cost-finding and estimating for printers. The classes are free.

The House Organ That Was Ordered Sent to the Office

HOLMES, INC.

DETROIT, JANUARY 5, 1927

Editor of PRINTERS' INK:

More "whatdoyoucallem's". I have heard the story two ways. Here is one: Cassevant were (or is it was, are or is?) noted for those sweet voiced instruments which lend funeral grief to doleful dirge. They seized upon the thought that many modern homes boasted rooms designed to accept the rich tonal volume of a special residence model.

Direct mail was used to get the story across. A beautiful piece in full color was closely pursued by a 5 inch by 3 inch card. The copy man gauged many of his prospects as too busy to read. He was right. The only copy on the follow-up card was: "Would you like to learn more about the advantages of a Cassevant organ?"

A hard-handed executive whose post-war home now sprawls across the crest of the topmost hill in a Midwestern city replied: "Yes. We're thinking of using one to add tone to our establishment. Send me samples. But address me at my office. I drop business when I enter the door of my home."

It's an even bet that if he were solicited by mail by an organization which produces "house magazines" this genius would turn the matter over to his wife.

HOLMES, INC.

C. S. ACTON

City Advertises to Its Own Citizens

The Lakeland, Fla., Chamber of Commerce has decided that it is just as necessary to sell the home people on their own town as it is to sell outsiders. As a result, the Chamber recently started a trial local newspaper campaign, using a single-column six-inch space every day for four months. If it meets with the success that the advertising committee hopes, it will probably be continued indefinitely.

Munsingwear Net Sales and Income Increase

The Munsingwear Corporation, Minneapolis, and subsidiaries, manufacturers of Munsingwear underwear and hosiery, report net sales for the year ended November 30, 1926, as \$17,962,601, against \$15,775,600 for 1925 and \$13,384,923, for 1924. Net income for this period, after charges, was reported as \$1,529,911 against \$939,010 for 1925 and \$487,375 for 1924.

Miss D. M. Williams Advanced by United Advertising Agency

Miss Dorothy M. Williams has been elected secretary of the United Advertising Agency, New York. She will continue as chief of the space buying department.

"Prominent Locally---"

The Times-Picayune, in 1926, published more local display advertising than the total—local, national and classified—carried by any other New Orleans newspaper.

1926 local display lineage records show three and a half million leadership—

LOCAL DISPLAY VOLUME, AGATE LINES

	1926	1925	Gain
The Times-Picayune, (Morning and Sunday)	11,056,564	10,166,735	889,829
The States..... (Evening and Sunday)	7,459,234	6,860,574	598,660
The Item..... (Evening and Sunday)	7,449,840	7,023,431	426,409
The Tribune..... (Week day mornings)	4,759,996	4,049,939	710,057

—and a gain of nearly 900,000 lines—the greatest gain made by a New Orleans newspaper during the year.

A good way to judge a newspaper is by the company it keeps in its own home town.

The Times-Picayune

IN NEW ORLEANS

Member 100,000 Group of American Cities, Inc.

Representatives: Cone, Rothenburg and Noe, Inc.
Pacific Coast Representatives: R. J. Bidwell Co.

A NEW RECORD.

A total of 35,694,751 agate lines of paid advertising were carried by The Sunpapers during the twelve months of 1926 — exceeding their previous high water mark of 1925 by nearly a million agate lines.

Year after year The Sunpapers go on the even tenor of their way—setting new records for advertising lineage in Baltimore.

This constant, steady increase in advertising lineage in all the Sunpapers—Morning, Evening and Sunday—not only proves their leadership, but it is striking evidence of the prosper-

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MJOE
Bowery B

C. G.

35,694,751 Lines

ity of Baltimore and its surrounding territory.

The Sunpapers are proud of this new record—but they are still prouder of the results obtained by those advertisers who made the record possible.

Average Net Paid Circulation for Month
of December, 1926

Daily (M & E) 250,680
Sunday - - - 193,969

Gain of 9,144 Daily and 6,900 Sunday
Over December, 1925

Everything in Baltimore Revolves Around

THE  **SUN**
MORNING **EVENING** **SUNDAY**

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

GUY S. OSBORN
360 N. Michigan Ave
Chicago

C. GEORGE KROGNES, First National Bank Bldg., San Francisco

BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"

In every way

A GREATER

National Dairy Farm Magazine

IN announcing the new monthly DAIRY FARMER we stated that this forward step had been taken to keep pace with the higher standards of both advertisers and subscribers.

It will be unsurpassed in mechanical excellence, will have more editorial features, and will set a standard of quality in keeping with the quality of its readers.

By virtue of a broadened editorial scope, devoting increased space to the dairy farm home, yet taking its important place as the foremost paper in the dairy industry, it will be an interesting and complete magazine for the whole family. The addition of new editorial features, color on the inside pages and covers—these, and an increase in advertising schedules, will make a larger monthly issue.

In its new form, THE DAIRY FARMER will be greater in every way—greater in volume, greater in reader-interest, and greater in its influence on the sale of products to the best class farm families—the dairy farms of America.

THE Dairy Farmer

"The National Dairy Farm Magazine"

E. T. Meredith, Publisher, Des Moines, Iowa

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buy a
chester
good
Plumb
but he
econom

A Chicken Farmer Champions Increased Turnover

He Believes That Increased Turnover and Small Inventories Are a Blessing to All Small Business Men and Gives His Reasons

By Edwin E. Lewis

General Manager, Queensbury Farms, Toms River, N. J.

AFTER reading "Hand-to-Mouth Buying Makes Increased Turnover Unprofitable," by Fayette R. Plumb, in the January issue of *PRINTERS' INK MONTHLY*, I feel that some of his deductions are entirely erroneous and that to follow his advice would mean the return of the over-stocked dealer and the accumulation of passé merchandise.

The writer is only a farmer—a chicken farmer, to be specific—and would never claim to be capable of going into debate with Mr. Plumb. But as I have bought a lot of Mr. Plumb's merchandise I thought that some of my ideas might be of interest to the readers of *PRINTERS' INK* and probably to Mr. Plumb himself.

It seems to me that increased turnover does make a greater profit. I buy Lehigh-Wilkes-Barre coal, branded feeds, and standard roofing papers in carload lots because it pays me to get the lower prices and freight rates on the articles that are consumed within a short time. But on hammers, saws, shovels and various other items of equipment I buy in smaller quantities according to my needs. I know that Mr. Plumb referred to dealers when he spoke of the dangers of too rapid turnover, but the principle is the same in all business.

If a man can keep his inventory down he is sure to make more money and there is no economic loss if he loses an occasional sale. If my dealer is out of Plumb hammers when I need one or two, I won't walk out of his shop. I'll buy a Keen-Kutter or a Winchester or some other of the many good makes. Of course Mr. Plumb would lose in this case, but he could hardly call this an economic loss.

So far as the increased cost of handling small orders is concerned if Mr. Plumb's hypothetical dealer can do \$200,000 in annual sales on \$40,000 capital instead of \$80,000 and can either invest \$40,000 in good securities or keep out of debt for \$40,000 it certainly will not cost him as much more for the small order service as he can make on the \$40,000 invested elsewhere, or the interest he saves by refusing to borrow.

A dealer doing \$200,000 worth of business on an inventory of \$40,000 without any heavy liabilities is a better dealer than the one with twice the inventory, half of which is a liability.

Mr. Plumb and his competition are certainly giving themselves a nice lead when they admit that a 100 per cent increase in hardware prices over 1914 "is not as high as it appears." Mr. Plumb advises the world of business in his second remedy to "Mind your own business." This is very good advice, Mr. Plumb, and it may be wise to give this rule a little consideration yourself. When you say that "agricultural products have not had to bear the burden of increased labor costs," you must permit a farmer to tell you that you don't know what you are talking about. My actual journal entries will prove that my labor costs have more than doubled, and of course you will admit that tools are 100 per cent higher. Every article that I buy, feed, lumber, labor, etc., has increased at least 100 per cent and in some cases more. My taxes have more than doubled, costs of egg crates have gone up from 5 cents to 17 cents, chicken crates from 50 cents to \$1.10, and so on, all along the line.

Let me suggest a remedy to

you, Mr. Plumb, so that I can buy more Plumb hammers and demand that my dealer buy them from you by the gross instead of by the dozen.

Instead of buying eggs by the dozen in individual cartons and asking your dealer to deliver such a small quantity, why don't you ask Mrs. Plumb to buy eggs by the case? It is true that thirty dozen is a little more than you need and some of the eggs may get shop worn but you'll be cutting an economic waste and you will eat more eggs because you have them in stock and you'll have to push them.

When Mrs. Plumb buys chicken for next Sunday's dinner why not have the butcher deliver a couple of dozen at a time? You can well afford to increase your chicken inventory "because you'll get a better price, cut the dealer's overhead and prevent economic waste."

I have talked over your article with one of your dealers, Mr. Plumb, and if you could learn what he thinks of you for telling him to double his inventory in order to cut your costs you would be surprised. He says that any jobber or manufacturer who won't sell to him in small quantities or makes him pay extra for small orders will suffer the most from "economic losses" because he knows where he can buy in small quantities. He says he always buys enough to get minimum freight rates per pound.

We believe, your dealer and dealer's customer, that increased turnover and smaller inventories are a blessing to all small business men. Some inefficient business men may have carried turnover too far, but where one dealer loses on increased turnover, who can say what the losses are on sluggish turnover?

Appoints H. & J. Stevens Agency

The March Automatic Irrigation Company, Muskegon, Mich., has appointed The H. & J. Stevens Company, Grand Rapids, Mich., advertising agency, to direct its advertising account. Agricultural publications and direct-mail advertising will be used.

Los Angeles Soap Company Widens Market

As part of its program of opening up new territories, the Los Angeles Soap Company, Los Angeles, has started a campaign of advertising in El Paso, Texas. Newspaper and outdoor advertising are being used. This is part of the company's plan to extend the distribution of its products and for which a larger advertising appropriation has been made for 1927. The Frances Holmes Advertising Agency, Los Angeles, is directing this account.

Remo Corporation Appoints Manternach Agency

The Remo Corporation, Meriden, Conn., manufacturer of radio, electrical and automotive products, has placed its advertising account with The Manternach Company, Hartford, Conn., advertising agency. Siko-Lite, a self-dimming bulb for use in motor vehicle headlights, will be featured in newspapers and general publications.

Will of W. W. Workman Probated

An estate of about \$275,000 was left by William Whitman Workman, manager of the Richmond, Va., district of the General Outdoor Advertising Company, whose death was reported last November. The will, which was probated recently at Richmond, left the entire estate in trust, to his widow. Upon her death the children will become the beneficiaries.

York Safe and Lock Company Appoints M. W. Davis

The York Safe and Lock Company, York, Pa., has appointed M. W. Davis advertising and sales promotion manager. He was formerly vice-president of Adams, Hildreth & Davis, Inc., North Tonawanda, N. Y., advertising agency. At one time he was advertising manager of the Safe-Cabinet Company, Marietta, Ohio.

J. E. Zeltzer with Brown Agency

John E. Zeltzer, formerly advertising and sales promotion manager of the Curtis Company, manufacturer of Curtisbilt furniture, has joined the Brown Advertising Agency, Inc., New York, as co-director of the new accounts department.

W. L. Y. Davis Joins William Green

W. L. Y. Davis has joined the sales staff of William Green, A Corporation, New York. He was formerly sales and advertising manager of the Uniflow Pump Company, Dayton, Ohio.

Are You Using Publications Geared To Make Sales for You

?

"I would like some information about the purchase of a car. I have \$2000 to spend, etc."

[Is a college training time wasted?—Read "Don't Blame the Colleges", in the February issue.]

Success Magazine

TWO FIFTY ONE FOURTH AVENUE, NEW YORK

Poor Richard Club Leads in Honoring Franklin

Meeting Is Forerunner of Many Being Held by Advertising Clubs During Week of Franklin's Birthday for Discussions on Newspaper Advertising—New York Delegation Makes Annual Pilgrimage

ADVERTISING clubs throughout the country are following the program sponsored by the Advertising Commission of the International Advertising Association this week and are devoting their meetings to a discussion of newspaper advertising. Because of Franklin's early printing and publishing activities, the week of his birthday, January 17, was selected for these meetings.

As is its custom, the Poor Richard Club of Philadelphia supervised a program in keeping with its annual memorial. A delegation from the Advertising Club of New York, headed by President Charles C. Green, accompanied the Poor Richard members on a pilgrimage to Franklin's grave. There were 2,500 people in the procession including civic and Governmental bodies.

The celebration closed with the Poor Richard Club's annual dinner, which had an attendance of more than 1,500 people. This event is regularly attended by many who are engaged in advertising in other cities and a number of those present came up from Florida where they had been playing in the tournament of the Winter Golf League of Advertising Interests.

An important feature of the evening was the histrionic contributions of the Poor Richard Players, an organization within the club, directed by Karl Bloomingdale. Through him, a number of stars from current theatrical productions were brought before the audience.

Plans were announced by Morton Gibbons-Neff, president, for the club's campaign to raise a fund for the erection of a memorial to Franklin in Philadelphia. These call for a fund of \$2,500,000. Cyrus H. K. Curtis has accepted honorary chairmanship of the memorial committee.

The committee in charge of the

dinner, in addition to Mr. Neff, included the following:

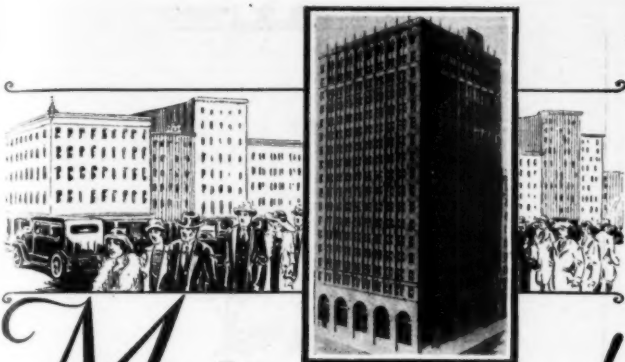
Leonard Ormerod, director; Karl Bloomingdale, J. B. Mackenzie, Henry L. Appleton and Howard Story, associate directors; and George Loane, John A. Lutz, Edwin Maize, Ross Anderson, William R. Ingersoll, Walter Dilg, E. J. Paret, Rowe Stewart and W. P. Bushell, committee chairmen.

In addition to meetings of the Poor Richard and New York clubs for discussions of newspaper advertising, and in accordance with the general program outlined by the International Advertising Association, the Association of Newspaper Advertising Executives and the Bureau of Advertising of the American Newspaper Publishers Association, Newspaper Day was scheduled for observance in 150 clubs in the United States and Canada. The Advertising Club of Boston made a pilgrimage to the graves of Franklin's parents as part of the program for this special day. They then returned to the club's headquarters, where they were addressed by Edwin S. Friendly, business manager of the New York *Sun*; William A. Thomson, of the Bureau of Advertising, and Julian Mason, editor of the New York *Evening Post*.

The idea back of this program is to give the national and local advertisers a better conception of the work which newspapers are doing in the promotion and sale of advertised commodities.

Other designated days are to be given over to similar discussions on other advertising mediums in co-operation with their respective association members of the Advertising Commission.

O. T. Fraash, for a number of years with the Charles F. W. Nichols Company, Chicago advertising agency, has joined the Chicago staff of Albert Frank & Company.



Metropolitan!

"WHAT a magnificent building," exclaims many a visitor to Jacksonville. "That would be a credit to any city in the nation."

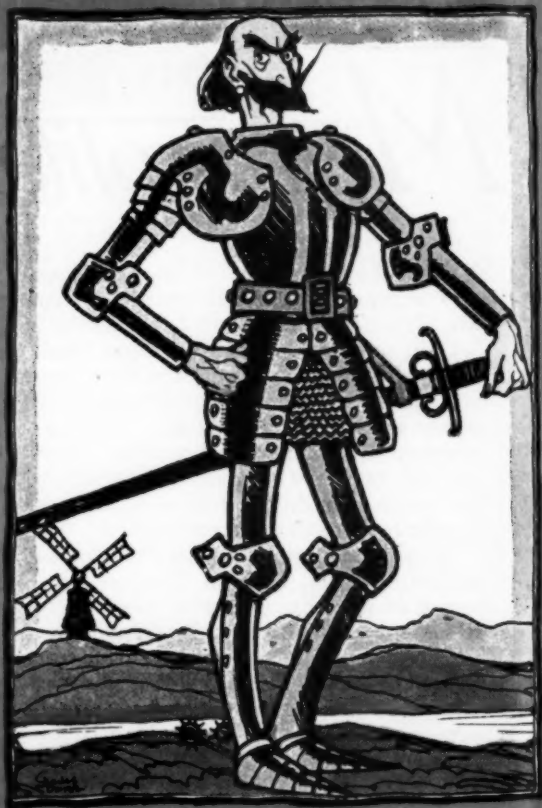
Quite so—for the Barnett National Bank purposely intended to express in their new, magnificent 18-story structure, not only steady growth in banking but firm confidence in the future of Jacksonville. Both city and state have been keenly analyzed by this institution during half a century of financial service in this territory.

Truly a "metropolitan" building—for an enterprising city, alert in business, consistent in growth, modern in tastes, quick to sense the invitation of advertising.

Consider the factors which made the Barnett National Bank Building possible, and you will recognize the power your advertising message gains in Florida's largest newspaper—

The Florida Times-Union
JACKSONVILLE, FLA.

"Fear Can See Th



NEW YORK
1400 Westworth Bldg.

CHICAGO
1016 Metropolitan Bldg.

CLEVELAND
900 Keith Bldg.

3141 Gen

Things Underground"

said Don Quixote, three centuries ago.
And it is true today.

Ignorance breeds fear.

The ice industry feared the electric refrigerator until it learned that there were untouched markets for ice which the electric refrigerator could not yet reach.

Dispelling the fear that comes through ignorance is part of the job NATION'S BUSINESS does. It's quarter million subscribers read it to broaden their business vision.

NATION'S BUSINESS



MERLE THORPE, *Editor*

Published Monthly at Washington by the Chamber of Commerce of the U. S.

DETROIT

3141 Gen. Motors Bldg.

ATLANTA

704 Walton Bldg.

SAN FRANCISCO

710 Hearst Bldg.

Another Opportunity to Increase FOOD SALES in Oklahoma

Annual *Cooking School*
March 14th to 19th

This effective merchandising plan, pioneered in Oklahoma by the Oklahoman and Times, enables manufacturers of high-grade food products to demonstrate their products to more than 10,000 Oklahoma City housewives in a single week.

Mrs. Ida Chitwood, nationally known household economist, displays, explains and suggests the use of participating products at each class.



There are no entrance fees, no booths to buy, no assessments of any nature. Advertising is sold at regular rates.

For full particulars of this unusual merchandising plan, write or wire today.

Circulation Daily 144,000 — Sunday 88,000

The **DAILY OKLAHOMAN**
OKLAHOMA CITY TIMES
thoroughly and alone cover the Oklahoma City Market

Represented by E.KATZ SPECIAL



ADVERTISING AGENCY

New York Chicago Kansas City Detroit Atlanta San Francisco

The Merchandise Broker— Pro and Con

A Frank Discussion of What Manufacturer and Broker Can and Should
Do for Each Other

By A. H. Deute

SEVERAL sales managers were talking about selling costs. The talk drifted around to merchandise brokers. "Do you folks depend much on the brokers?" one man asked another. "Well, we've got about fifty brokers in the country as a whole, and we've got our own men in some other places. I'm in hopes some day we won't have to bother with brokers!"

That represents one side of the question. Here is another side:

A group of merchandise brokers in the food product field was talking business and conditions. "The main trouble," one of these men pointed out, "is that the manufacturer expects us to do the job for him at about a half or a third of what he would be willing to pay if he had his own men. The average manufacturer never stops to think of the comparative costs. He is willing to put his own man into a market and stand for a good, high selling cost—at least while he gets things under way—figuring that it is going to take about so long to build up the volume. But if he is using a broker, he can't see that sort of thing for a minute. He expects the broker to get right to work and produce a great volume of business at as low a scale of brokerage as he can possibly settle on."

Every manufacturer who employs merchandise brokers at all is agreed that there are some good brokers. The complaint of the manufacturer's sales manager seems to be that there are not enough good merchandise brokers or that too many of the men who call themselves brokers are really not brokers at all.

I do not know of a broker who does not agree to this—that there are too many men who call themselves merchandise brokers and that not enough of them really

perform a proper and adequate service. However, such a statement coming from men in the brokerage business is easily misunderstood and misconstrued. If brokers of the better class were to make this statement, it would be ascribed to a desire to keep their smaller competitors from having a chance to grow.

The chief objection which the average sales manager has to the merchandise broker (when he has any objection), is that the merchandise broker does not produce as much business out of the territory as he feels he could get with an exclusive and direct factory representative or salaried salesman on the job. But, on the other hand, he is apt to overlook the fact that the broker is being paid a brokerage or commission to get business, which commission is not supposed to be large enough to make it possible to put all his time in on the line. Consequently, the broker must have other lines. The manufacturer cannot expect to have all of the broker's time.

Recently the sales manager for a certain concern said to me: "We're going to open a few additional States. We're going to get some brokers for the time being, but after we get the business far enough along, we'll put our own men in there."

That is a mistaken attitude. It means that the manufacturer expects the resident merchandise broker to go through the unprofitable stages of pioneering and initial distribution and all the early troubles. Then, when the volume gets to a certain point, he expects to take it away and give it to a salaried salesman. In other words, he knows that at the start it would be too expensive to keep a salesman in that territory on salary and expense. Therefore, he plans

on letting a broker do the work. He knows that the broker, paying his own expenses and depending upon commissions and not upon salary, will draw a commission which the volume can stand, no matter how small. He knows that his house will not be called upon to underwrite any cost of introducing the line.

It is no wonder that the broker on his part is inclined to be cautious before he goes in wholeheartedly and puts his time and money into the development of an account. The history of the brokerage business is one long story of just enough of this thoughtless dealing on the part of the manufacturer to make the broker a little wary in his dealings.

It is this sort of thing which makes the better class of brokers insist that an account pay its way as it goes. And there is real fairness in that attitude. When all is said and done, why should the manufacturer, who owns his brand, not be the one who should furnish the money with which to do the initial brand building? And yet the history of the brokerage business is one long story of article after article which one broker or another has tried to introduce at a loss to himself.

There is another thing which the average principal fails to realize. That is the difference in the service which the principal expects from a broker and what he expects from his own salesman, if he eliminates the broker and uses his own man in the broker's place. Aside from the fact that he expects to pay his own salesman a guaranteed salary or provide him with a drawing account, he also expects that salesman to devote practically all of his time to selling. And yet the broker is expected to provide an adequate office and adequate office help. He is usually called upon to make out a variety of reports and papers. There are any number of brokers who will honestly assure you that they represent principals for whose accounts they must spend as much time and money doing clerical work as they can hope to devote to actual selling. And yet their

income is derived only from the orders which they write.

Volumes could well be written on this problem of replying to letters from the principals, making out reports, running down special propositions and the dozen and one things which are separate and apart from writing business. I was in a broker's office one day when he had to make out and send seven reports to seven different principals. Of course, he was regularly employing three women stenographers and a young man to do this sort of thing. But it was illuminating to figure up the pay-roll and the office rent and all the incidentals, most of which was employed in other than actual selling work. In addition to the seven reports, there were letters from three credit departments asking for immediate calls on scattered customers who had not paid their bills promptly. Each credit manager expected the broker to handle his own particular bad accounts at once. Then there were letters from four advertising managers or advertising departments asking for local investigations and reports. Of course, the broker had his regular list of calls to make that day, and he had to make them if there was to be any brokerage coming in. To complicate matters, one of the principals was due on the noon train and another firm had sent a special investigator who had to be taken around, so that he could get his information and depart happily. Otherwise, this investigator might report that the broker was not paying attention to the line.

But the principal is not entirely to blame. The average sales manager knows that the average broker is going to assert positively that he is making no money. All too often one hears a broker make a statement like this: "I'm really handling your account at a loss. If it weren't for some other good accounts that I have, I couldn't stand the strain. Of course, I'm looking to the future in the case of your account."

And the sales manager, rolls that thought around in his mind and says to himself: "That's a lot of

Advertising Leadership in 1926

The New York Times in 1926 continued its leadership over all other New York newspapers in total volume of advertising published. The Times printed 29,782,028 agate lines, nearly 11,000,000 lines more than the next New York newspaper and a gain of 1,581,584 lines over its own record of 1925.

In high character of advertising The New York Times surpasses all other newspapers. Thousands of lines were excluded from The Times because the advertisements did not meet the standards of its censorship.

Of Dry Goods and Women's Specialty Shop advertising The New York Times published 6,129,491 agate lines in 1926 an excess of 1,681,416 lines over the next New York morning newspaper.

In these important classifications The New York Times in 1926 led all other New York newspapers, morning and evening:

	THE TIMES. Agate Lines.	Second Newspaper. Agate Lines.	Times Excess. Agate Lines.
National	6,953,367	5,652,444	1,300,923
Automobiles	1,723,127	1,454,210	268,917
Financial	3,225,022	1,620,533	1,604,489
Real Estate	5,002,683	2,574,746	2,427,937
Men's Wear	1,156,888	831,290	325,598
Rotogravure	1,184,046	532,572	651,474
Resorts and Travel	1,325,022	1,186,575	138,447
Books and Periodicals	1,202,902	689,614	513,288
Schools and Colleges	205,801	87,918	117,883
Building Material	280,079	228,925	51,154

The financial and rotogravure advertising published in The New York Times in 1926 was greater in volume than in any other newspaper in the world. Of financial advertising announcements approximating \$50,000 worth of space were refused through The Times censorship regulations.

The New York Times

talk. Or, if it is true—well, so much the better for us. Of course, that's really the way a broker ought to work. He ought to let one hand wash the other. If it weren't for his ability to let one account help another, there wouldn't be much reason for any broker being in business. The only reason the principal puts up with the man whose time is divided among a number of lines is because it is cheaper. If it weren't cheaper, of course we'd have our own men doing nothing but selling our own line."

It must be said for the principal that he is not interested primarily in curtailing his gross expenditure but in lowering his selling cost per unit. If he can be shown that in a certain market certain moves will be inclined to lead to certain increases in business which will result in a lower selling cost per unit, he is looking at figures which will be mighty interesting.

And when the broker undertakes to set down facts, he may well find that the principal will come to have a better understanding of what the broker is doing and what he might be able to do. The broker, on his part, will come to have a better understanding of what the manufacturer needs and the direction in which he is trying to go.

In short, the worth-while broker is very valuable to the principal and, of course, the worth-while principal is the life of the brokerage business. There is sure to be something worth while resulting from a better understanding on the part of each of the problems of the other.

W. B. Remington Starts Advertising Business

William B. Remington, formerly sales manager of Huyler's, Inc., New York, and more recently associated with the I. D. Bates Advertising Agency, Springfield, Mass., has started an advertising business at Springfield, under his own name.

C. H. Handerson Advanced by Cleveland Bank

C. H. Handerson, publicity manager of the Union Trust Company, Cleveland, has been elected assistant vice-president.

Supplemental to Mr. Gundlach's Article on Coupons

GUNDLACH ADVERTISING COMPANY
CHICAGO, JAN. 15, 1927.

Editor of PRINTERS' INK:

In the January 6 issue of PRINTERS' INK you carried an article by me warning against the use of coupons in certain cases, and advocating them in others, particularly in cases of advertisers who sell large specialties such as washing machines, typewriters, refrigerators and the like. I mentioned as a possible exception among the latter those manufacturers who have an agent at every crossroad digging out the prospects and following them up really before they have become, in any sense, true prospects; and I mentioned as a possible example of such an exception, the DeLaval Separator.

In the very week that this article appeared, the DeLaval Separator came out with a new line of advertising carrying a large coupon soliciting inquiries. This was an innovation, showing the tendency of the times and the desire of the DeLaval company to draw out any additional prospects that may be possible, even though they are already combing the country with about as carefully organized a corps of salesmen as any concern in the United States.

The issue of PRINTERS' INK was on the press before this new line of DeLaval advertising appeared. The DeLaval had been picked by me at random as a possible exception.

E. T. GUNDLACH.

C. P. Catlin Joins New Haven Clock Company

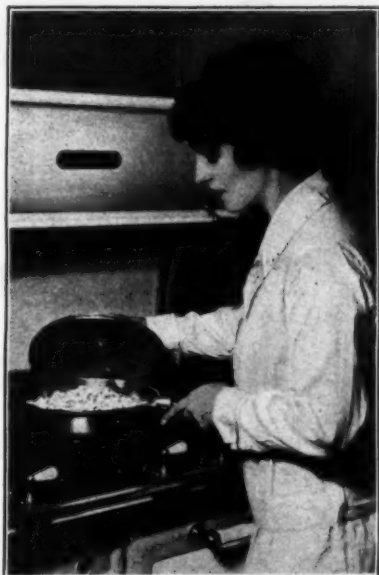
Charles P. Catlin, general sales promotion manager and director of advertising of the Remington Arms Company, Inc., New York, and its subsidiaries, and vice-president of the Remington Manufacturing Company, Inc., has resigned to become associated with the New Haven Clock Company, New Haven, Conn. He will promote the sales of the New Haven line of True Time Tellers, clocks and watches.

Refrigerator Account for Bellamy-Neff

The Excelsior Motor Manufacturing & Supply Company, Chicago, manufacturer of Excelsior and Henderson motorcycles, is placing a new electrical refrigerating machine for hotel and other commercial uses on the market. The Bellamy-Neff Company, Chicago advertising agency, has been appointed to direct the advertising for the new product. Business papers will be used.

Chalmers L. Pancoast Leaves Charles C. Green Agency

Chalmers L. Pancoast has disposed of his interest and has resigned as vice-president of the Charles C. Green Advertising Agency, Inc., New York. He is succeeded as vice-president by Harrison M. Graves.



*Illustration from the
January DELINEATOR*

When Annie Is Out

IN how many very nice homes, urban and suburban, Sunday is Annie's day out.

So you can imagine with what interest many charming young housewives will read "Sunday Suppers and Snacks" in the January Delineator.

Just one of a number of practical helpful articles

Delineator Home Institute offers the hundreds of thousands of Delineator readers in every issue.

Mildred Maddocks Bentley, its director, says "The Institute's purpose is as broad as the home itself"

And letters come in every day telling how much women appreciate its work.

All part of Delineator's plan, you'll note, to further the Art of Gracious Living

Delineator

Established 1868

THE BUTTERICK PUBLISHING COMPANY



**The largest
magazine
for MEN**

Photo—H. Armstrong Roberts, Phila.

The Elks ***Magazine***

850,000 Identified Subscribers

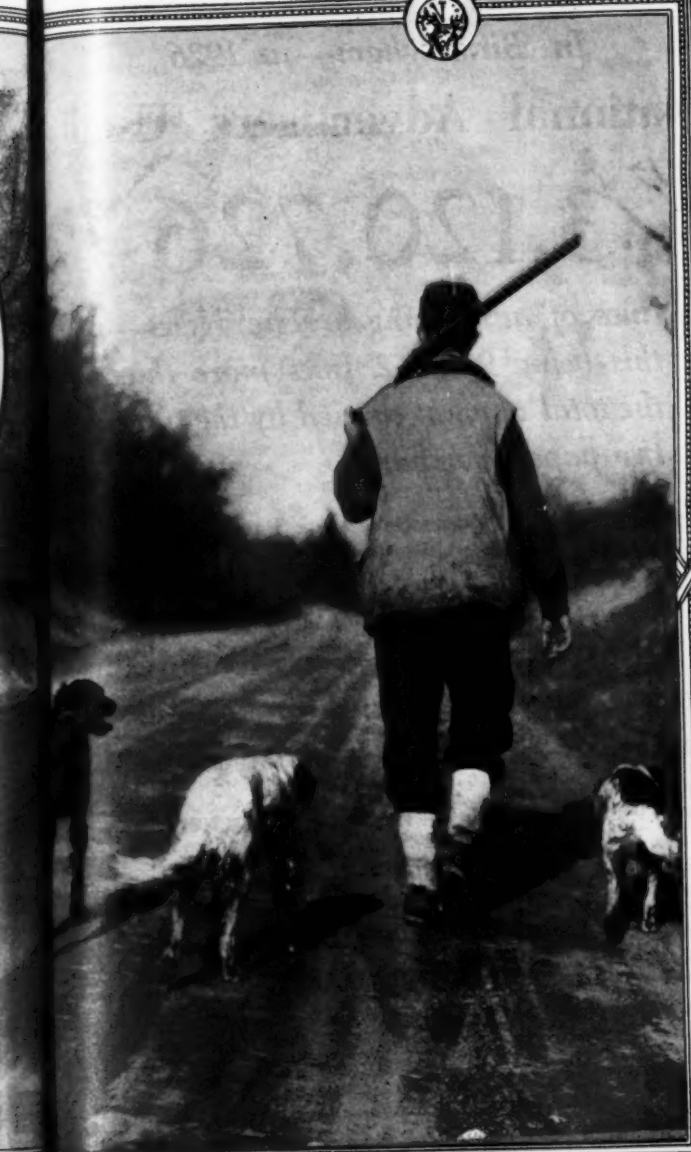
50 East 42nd Street

New York City

Jan. 20, 1927

PRINTERS' INK

63



In Birmingham—in 1926
National Advertisers Used

3,120,726

*lines of advertising in The News—
 this being 938,742 lines more than
 the total amount carried by the other
 two papers combined.*

**National Advertisers Have Long Since Learned
 That News' Circulation Brings Results**

**The News' Circulation of
 81,000 Daily and 97,500 Sunday
 covers the Birmingham market at
 one cost—the lowest cost per sale.**

1926 LINEAGE FIGURES FOR THE BIRMINGHAM NEWSPAPERS

	NEWS	AGE-HERALD	POST
Total	18,220,272	8,549,996	6,102,754

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.

New York

Chicago

Boston

Philadelphia

J. C. HARRIS, JR., Atlanta

Musicians Queer? Suit Yourself; But They Buy

Understanding Their Psychology Enables This Manufacturer to Build
Million-Dollar Band Instrument Business by Mail

By G. A. Nichols

A little man bought him a big bass
drum;

Boom! Boom! Boom!

Who knows, said he, when a war may
come?

Boom! Boom! Boom!

I'm not at all frightened, you under-
stand;

But if I'm called on to fight for my
land

I want to be ready to play in the band.

Boom! Boom! Boom!

—From a Public School Song Book.

THIS little man may have been an impractical visionary. But he bought the drum and, presumably, paid for it. Somebody had sufficient confidence in marketing potentialities to build the drum and know the prospective customer well enough to induce him to buy it instead of some other make.

The verse came flying back, over a long stretch of years, into the writer's mind during a recent visit to the H. N. White Company, band instrument manufacturer of Cleveland. It seemed, somehow, to have a certain application to this company's success in building up a yearly sales volume in excess of a million dollars.

White accomplished this sizable job partially because of a quality ideal toward which it has constantly worked—but mainly because of a profound understanding of the musician.

The business was established, and is being carried on, entirely by mail. The company has a country-wide dealer organization which was obtained through the use of printed matter and letters. Many White dealers never have seen a member of the organization in person. The advertising, selling, educational and development work—all is done by mail.

Not depending entirely upon its dealers, the White company reaches out and makes sales to the customer direct wherever he may be

found. Here is another mail job which goes so far as to include facilities for taking old instruments in part payment for new ones.

Through correspondence, credits are established both by dealers and retail customers, which are the basis of instalment payments on a large part of the goods manufactured and sold by the company. So effectively is this latter feature carried out that the company's credit losses amount to little or nothing.

Shortly before going to visit the factory the writer happened to be in conversation with an advertising agent who remarked to him that "musicians certainly are queer birds." The agent's observation was repeated to R. M. White, secretary of the company.

"A better way of telling it," Mr. White said, "would be to say that musicians are intensely individualistic. Their professional instinct is so strong that they stand apart in the matter of personality. The organization that wants to sell them instruments for use in their profession will have a hard task, no matter how good the merchandise may be, unless it understands the musician's mental structure and knows his buying habits.

"The musician can be at once the best and the worst customer in the world. If he has an instrument that pleases him and upon which he can perform satisfactorily—to his own satisfaction, at least—he will insist on keeping it, no matter how battered, ugly or decrepit it may be. The sales person or the sales letter that could induce him to buy a new instrument, under these circumstances, would be clever indeed.

"On the other hand, take the

musician with an instrument that is not satisfactory to him. There is no trouble at all in inducing him to buy another. He soon may discard this one in favor of still another and so on. He will keep on buying and buying until he gets something that suits him."

The company has a list of more than 200,000 prospects, including dealers, professional musicians and amateurs. To these, catalogs and other pieces of direct-mail advertising are sent regularly.

The list was built up largely out of advertising in general periodicals. On account of the nature of its product, the company gets its full share of inquiries from persons who write partly out of curiosity or who are unable to buy the merchandise. Band instrument advertising attracts children, for example. It seems as if the average boy these days, at some stage of his existence, is eager to become a saxophone player.

ALL INQUIRIES ANSWERED

Every inquiry, no matter what may be its nature, is answered. A series of form letters, with variations, is used for this purpose. The White sales office has become so experienced in dealing with people by mail that it can determine with a fair degree of accuracy whether the prospect should have a catalog at the first inquiry. The general tone of the letter usually tells the story. A child writes one way and an adult another, no matter how much or how little education they may have. To some, therefore, a catalog is sent on the first inquiry, with a follow-up letter. Others are written and are asked to tell what particular kind of musical instrument they are interested in, whether they are musicians or learners. This process usually narrows the list of inquiries down to a workable basis. Those who answer the advertisements largely for the fun of it seldom reply to this letter. Those who do, are listed as regular prospects and are followed up accordingly.

The catalog which is sent to all

inquirers who are adjudged worthy of receiving it is built in full recognition of the reader interest principle that was discussed in the November, 1926, issue of *PRINTERS' INK MONTHLY*.^{*} It has much of the personal element and a great deal of interesting general matter altogether aside from strict merchandising presentation. The introductory pages are devoted to a short history of the White organization. Photographs of the principals in the company are given and a full showing of the organization's facilities for manufacturing and selling band instruments is made.

Users of catalogs, no matter what variety of merchandise they may be selling, could well afford to observe the way the White stock is departmentized in this catalog. Take the saxophone. This department is introduced with a full-page reproduction of a painting showing one of those instruments in a fancy setting. Then follows a page or two of matter tracing the development of the King saxophone from the time when, in 1915, the company foresaw the present popularity of the instrument and turned over to its research department the task of producing the best article of the kind that could be made. The matter here is of a type that would attract the attention of the amateur or the casual buyer as well as that of the musician. On another page, attractively illustrated, is a full technical description of the instrument which, of course, is mainly interesting to the musician alone. At another place there is a well-written bit of history tracing the development of the saxophone from the time of its invention by Antoine Joseph Sax.

This general matter is featured so as really to be the main part of the presentation. Illustrations and descriptions of individual instruments and parts are introduced more or less incidentally with the apparent object of making the story complete rather than to ac-

^{*} "How Can We Make Our Catalog Take the Salesman's Place?"

comply sales. Prices are not given, for the reason that the same catalog is sent to "consumers" and to dealers.

The merchandise, in a manner, must be glorified—not so much from the standpoint of the maker, but because of its individual merits and its effect on the buyer. When a musician sees an instrument set forth in this manner, he forms a more favorable opinion of the maker than could possibly be conveyed in any amount of self-laudation. He gets the idea, although perhaps not expressing it in words, that here is a manufacturer who appreciates his merchandise and has a profound respect for it.

This writer believes that makers of commodities far from the musical field could well afford to adopt somewhat similar tactics in presenting them by mail. Catalogs, circulars and even letters are often too cold. Eagerness to sell too often displaces warmth of presentation. Adjectives of all three degrees, with special emphasis on the superlative, take the place of word pictures that will impress.

When a dealer writes seeking information as to the White line he is sent a copy of the catalog and is asked to fill out a four-page form applying for the agency of the company's "King" band instruments. He is asked to tell how long he has been in business; what items of musical instruments he sells at present; whether he or any of his employees can play band instruments; what size window displays he can give; whether he would be willing to pay a small charge for first-class window display material; whether he does newspaper advertising. Does he have a mailing list and what territory does he cover with it? Can he finance his time payment sales and can he dispose of instruments accepted in trade? Will he agree to represent the White line exclusively? Bank and commercial references must be given and the application signed by two witnesses.

With this information as a basis the company can proceed to deal with the applicant in a way

that may result in the establishment of the agency. The main catalog is so complete that it can, to a degree, take the place of actual stock. If the dealer is small, he can get along with having a few representative instruments in his store and then fill in from the catalog as he stirs up orders or prospects. He is given a supply of smaller catalogs which he can distribute among his trade whenever occasion requires.

When an individual is sent a copy of the catalog, he is followed up with a letter with which is included what the company calls a "Free Trial Application and Order Blank." On this he may enter the instruments he wishes to purchase and can indicate the plan on which he desires to buy. This may be cash with order; C. O. D. six days trial; open account ten days trial or easy payment plan ten days trial. To establish credit with the company, he must answer the usual questions as to age, color, nationality, occupation or business and give personal and bank references. In addition he must indicate whether he belongs to any musicians' union or a fraternal lodge, giving the name and number of the local organization.

The fraternal lodge feature is one of the most valuable sources of information as to the applicant's responsibility. The officials of the lodge are communicated with and the information they give sometimes results in the sale being refused even though commercial references may be satisfactory. The White company carries on thousands of instalment and time payment propositions with individuals and the loss through defaulted payments is extremely small.

"When we got fairly started with this matter of selling instruments to individuals through using the mails," said R. M. White, "we ran into what we thought was going to be a very serious problem. This was the used instrument. When a musician, professional or amateur, wants to buy a new saxophone, cornet or what not, he usually insists on trading in his old one. We were afraid

such a transaction would be out of the question when conducted by mail. But we find now that it can be carried on this way with perfect satisfaction to all concerned."

If the customer has something to trade in, he is pretty sure to indicate his desires after he has received the catalog and order blank. Then, carrying out the plan spoken of by Mr. White in the above paragraph, he is sent an "Exchange Proposition Blank." This blank was carefully studied out so that, properly filled, it gives the company an idea as to the value of the instrument.

With this information at hand, the company makes the customer an offer for the old instrument as part payment on the one he wants to purchase. If the proposition is satisfactory to the applicant, and if he succeeds in establishing a credit standing with the company, the instruments are exchanged and the customer pays the difference in cash or deferred payments or has the item charged to his open account.

When an instrument has been taken in on trade it is reconditioned so far as may be feasible, cleaned and polished. (If it is not worth such treatment it is not accepted in the first place.) All the dents are taken out, the slides and valves put in order. And then the instruments are offered for sale on what the company calls its "Bargain List." If an inquirer does not respond with reasonable quickness to solicitations to buy a new instrument he is sent the current bargain list. This contains several hundred instruments of all kinds, each listed by name, fully described and the price given.

The prospect is asked to send a dollar with the order as a guarantee of good faith and this is deducted from the amount of his C. O. D. payment. No deferred payment privilege is allowed on used goods. Then, any time within six months, the buyer is privileged to return the used instrument and the full price he paid for it will be allowed him in the purchase of a new one.

"We find it easy," Mr. White said, "to sell these used goods to beginners and students. They learn, or start to learn, on the old instruments and then turn them in for new ones. When a person buys an old piece of merchandise from us in this manner we regard him as a prospect for something new a few months later and we are seldom disappointed."

"Our experience in selling band instruments, both old and new, leads us to conclude that substantially any merchandising transaction that can be consummated in person also can be done by mail—if the printed advertising and the letters are prepared in strict observance of the customer's buying habits and made to fit in closely with the nature of the merchandise."

James Goold and Alan A. Wells to Join Stern Brothers

James Goold, advertising manager since November, 1921, of R. H. Macy & Company, Inc., New York, has resigned his position, effective February 15, to become merchandise manager of the house furnishings group at Stern Brothers, also of New York.

Alan A. Wells, for the last three years assistant advertising manager of the Macy company, has resigned, effective February 1, to become advertising manager of Stern Brothers.

Advanced by Vick Chemical Company

W. Y. Preyer, for several years secretary-treasurer of the Vick Chemical Company, Greensboro, N. C., manufacturer of Vicks Vapo Rub, has been elected vice-president. K. E. Prickett, assistant treasurer, will succeed Mr. Preyer as secretary-treasurer. F. M. Stearns will become assistant treasurer.

Jacksonville Planning Spring Campaign

The city of Jacksonville, Fla., is now engaged in planning its advertising program for the spring. Plans call for the use of newspapers and direct-mail. This account is handled by the Associated Advertising Agency, Jacksonville.

Peter Henderson Seed Account for Newark Agency

The Peter Henderson Company, New York, seeds, has placed its advertising account with the Scheck Advertising Agency, Newark, N. J.

190,000
Daily

Los Angeles Examiner

400,000
Sunday

5c DAILY

JANUARY 20, 1927

10c SUNDAY

EXAMINER LEADS IN 2-YEAR LOCAL GAIN BY OVER 300%

RECORD FINANCIAL GAIN ROLLED UP

"Merit, like water, seeks its level," in advertising, as in all other fields of endeavor.

Adding one more link to its ever-increasing list of accomplishments in advertising, The Los Angeles Examiner, during 1925 and 1926 increased its volume of local display advertising more than 300% over the increase shown by the next paper, an evening medium, according to figures just compiled by its statistical department.

All the other newspapers in Los Angeles registered distinct losses in local display volume for the 1925-1926 period, ranging from 293,580 lines, to 1,635,368 lines.

The Los Angeles Examiner's actual local gain aggregated 1,006,432 lines for the period mentioned. This was far and away above that of the second paper, with a gain of only 332,962 lines.

One of the significant trends seen in an analysis of the figures is the gain made by The Examiner in financial advertising during 1926. This paper consistently added to its local financial volume throughout the year at a greater rate than the other papers, closing the year with a record gain in that classification of approximately 170,788 lines for 1926 alone.

650,000 Barrels Oil Daily Adds to Buying Power

WEALTH is pouring out of California's oilfields, most of which are in the State's 10 Southern Counties, at the rate of more than 650,000 barrels of black gold daily, and steadily showing indications that it will pass the 700,000 mark during 1927.

1927 saw three new fields opened in the State, at Huntington Beach, Seal Beach and Ventura, all close to Los Angeles.

The steady stream of oil has now reached so high a point that a 100% crop failure would not seriously impair the new wealth constantly being created, say statistical experts, and they point out that this is one of the reasons for Los Angeles possessing the highest per capita purchasing power in the world.



Thanks!

"Permit us to congratulate you upon the general liveliness of the Southwestern Merchant. We read it continually with great interest," writes E. L. Newcomb, speaking for the National Wholesale Drug-gists' Association.

Largest morning and Sunday circulation West of the Missouri

Here are FACTS

The Press is your **FIRST BUY** in Cleveland for Advertising that appeals to

W O M E N

If you sell to men—or if you sell to women—the Press is your First Advertising Buy in Cleveland!

There is no more conclusive evidence of a newspaper's appeal to women than the volume of advertising published for vacuum cleaner, ironing machine, and washing machine manufacturers, distributors, and dealers.

In Cleveland the outstanding woman's newspaper is The Press, which published—in the 11 months ended Dec. 1, 1926,

—3,571 more lines of *vacuum cleaner* advertising than the daily and Sunday Plain Dealer COMBINED, four times as much as the daily and Sunday News COMBINED—

—40,963 more lines of *washing machine* advertising than the daily and Sunday Plain Dealer, and the daily and Sunday News COMBINED, five times as much as the daily Plain Dealer, twice as much as the Sunday Plain Dealer, five times as much as the daily and Sunday News COMBINED—

—4,332 more lines of *ironing machine* advertising than the daily Plain Dealer, more than the Sunday Plain Dealer, the daily News and Sunday News COMBINED

Here are the lineage figures for all Cleveland newspapers for the first 11 months of 1926:—

	Press	D. PlainD.	D. News	S. P. D.	S. Ne
Vacuum Cleaners.....	27,489	16,147	6,319	7,763	3
Washing Machines.....	179,884	30,327	21,787	75,955	108
Ironing Machines.....	21,220	16,888	12,484	5,449	13
Total	228,593	63,362	40,590	89,167	123

Press Lead over Daily Plain Dealer.....	165,231
Press Lead over Daily News.....	188,003
Press Lead over Sunday Plain Dealer.....	139,426
Press Lead over Sunday News.....	216,261

The Cleveland

Detroit
San Francisco

NATIONAL REPRESENTATIVE
230 Park Avenue, New York City

L A R G E S T D A I L Y C I

ALLI
410 N
C U

That PROVE!



[In these three classifications The Press published 23,142 more lines of advertising than the daily and Sunday Plain Dealer and the daily and Sunday News COMBINED!]

**Press Circulation Is Wanted.
No Circulation Schemes
Ever Employed.**

Press



SCRIPPS-HOWARD

**First in
Cleveland**

ALLIED NEWSPAPERS, INC.

410 N. Michigan Blvd., Chicago

Seattle
Los Angeles

C U L A T I O N I N O H I O

THIS is an advertisement about lineage gains for 1926.



We're not so thoroughly sold on selling newspaper space via the "brag route," but suspect that the information herein contained as the lawyers would say, is at least fairly illuminating.



In National Advertising The Free Press was first with 550,704 lines gained—



In Local Advertising The Free Press was

first with 293,524 lines gained—



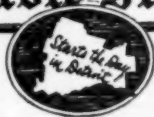
In total volume of advertising carried The Free Press was also first with 833,840 lines gained.



From these figures you may draw your own conclusions as to the progress being made by the only morning newspaper in the third market in America.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

Our Salesmen Prefer to Make Their Own Collections

They Also Go Out of Their Way to Secure Accurate Credit Data—All Because They Have Been Convinced That They Profit by Doing So

By E. C. Gayman

Credit Manager, Sperry Flour Company

TWENTY-FIVE years ago our credit department consisted of not quite one man—a man who gave only part of his time to credit matters. Even such a credit department, however, was a distinction at that period of business development. For the most part, our business—milling flour in the far West—flowed merrily along, oblivious of the credit department. Orders for flour were taken and filled; and if a second order was secured before payment was received on the first order, then for the first time the bridge of credit risk was crossed, and the credit manager consulted—perhaps too late! Then came a period when the credit manager was permitted to keep a little closer watch on accounts. He devoted all his time to credit work, and, with growing frequency, was consulted at the time an order was secured. Still later he was given an assistant, and his department has continued to grow with the growth of the appreciation of credit as an all important factor in commerce.

At that period in our business, the credit manager was seldom able to leave his desk, and had to depend for his information chiefly upon credit rating agencies, banks and other sources that could be reached by mail. This, at best, was a slow method of getting information, and in outlying districts, unreliable. There was a strong need for first-hand personal information, which might tip the scales in the customer's favor in a case of doubtful credit. A source of just such first-hand information was at our disposal. What could

have been more natural than questioning the salesmen, who had personal contact with all of our customers? As the era of credit has progressed—as the volume of credit business has increased, we find ourselves depending more and more upon the salesmen for credit information.

In this way there has developed a plan of co-operation between the credit and sales department which has succeeded in cutting in half the time for making collections, in reducing credit losses to a minimum, and in substantially increasing sales each year. This plan calls for each department to assume a certain amount of work which ordinarily would be considered solely the responsibility of the other. Our salesmen have made credit investigations. They have made collections. And on the other hand, the credit department, by getting in on the ground floor with the sales department, often while negotiations for an order are still in the making, has been able to "make" credit where otherwise it might not have been possible to grant credit at all, and consequently not possible to sell. This has been done to win new customers, and to make more sales possible where only limited sales could formerly be made.

Naturally, if the salesmen are going to handle credit matters, they must be familiar with some of the forms and routine the company employs in handling its credits. But we take care *not to make our salesmen topheavy with credit information*. Many of our salesmen are recruited from the milling and other departments of the business. Some idea of how important is a salesman's knowledge of

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the workings of our credit machinery can be gained from the training course we give to new men who are taken on as salesmen from the outside.

Suppose Salesman Jones, just employed, has never had any experience in the flour business or in selling. As the first step in his course of instruction, he is put for a time into one of our milling plants. He learns something about the milling process, some of the problems of the milling business, and such technical aspects of baking as will help him, as a flour salesman, talk the baker's language. Then he receives a period of training under the supervision of the sales manager on his actual job of selling. But since a *salesman who is weak on credits is really only half a salesman*, he spends some of his time in the credit department, and becomes familiar with the methods, requirements and technicalities of the credit work he will be required to do.

Then, when Jones comes in for sales conferences once a week or so, he stops in at the credit department and has a talk with us as to how his collections are coming in, reports on the standing of his doubtful customers and gets whatever advice or information he may desire concerning them. From time to time, he will receive from us circular letters sent to all salesmen, conveying any new information on credit work which is of general interest. Once a year the credit manager visits all the main division sales offices, a contact which is especially helpful to the credit department in enabling it to visualize local conditions. The division offices are notified in advance so that they can have all the salesmen in the office sometime during his visit. In this way the credit manager gets to know all of the salesmen personally and learns from them some of their difficulties. Such meetings always result in a better understanding of the work of the credit department and closer co-operation.

But our present plan of co-

operation between the sales department and the credit department is really the result of a gradual development. It did not take definite shape of its own accord, either. Considerable patience was required on our part in instructing the salesmen. And, by the same token, we of the credit department have had some of the sales aspects of the question brought forcefully home to us.

Once, when we had just increased the burden of credit responsibility to be carried by the salesmen, Salesman Adams came to us in deep gloom.

"My job is selling—and I can sell!" he told us defiantly. "But I'm not temperamentally fitted for credit work. I haven't got it in my make-up to poke my nose into other people's affairs. Besides, how can I stand in well with a customer, and sell him anything, if he gets thinking of me as a bill collector?"

Patiently we explained.

"First of all," we told Adams, "we are going to give you some tips on how to get credit information without antagonizing your customer. He doesn't have to think of you as a bill collector—and you don't need to wear blue goggles and a false mustache to do it, either. We want you to realize, Adams, that we are not here just to limit credit and keep down your sales volume. The credit information you secure for us might enable us to *extend* credit where otherwise we could not. We might be able to increase credit limits in some cases—and the volume of your sales will benefit!" This was a new thought for Adams. Later, his sales did in fact benefit as a result of some effective credit work he was able to do.

Our customers are mostly grocers, bakers and feed dealers. With small bakeries and feed dealers the kind of credit information that can be secured by mail and from credit rating agencies is quite likely to tell only a part of the story. With a feed dealer, for example, we have found that his bank balance and his general

Who Owns *General Motors?*

AT first glance there seems to be very little similarity between the social experiment begun in Russia by Messrs. Lenin and Trotsky and the economic system that prevails in the United States.

Yet some phases of each are curiously identical.

Community ownership as against individual or family ownership is a rapidly developing fact in this country.

True, we do not snatch a business from the hands of its founders or owners, *vi et armis*, and declare it common property. Usually the process begins when a group of gentlemen known as investment bankers make a visit to the individuals, the founders, or the family that owns a business. Shortly after, the original owners find themselves possessed of incredibly large sums of money in addition to a continuing substantial ownership in the business that was once all their own.

Certain advertisements appear on the financial pages of the

newspapers, certain new faces appear around the old plant, and it is realized that this automobile shop or this steel mill or this bakery or this candy kitchen now belongs in a certain measure to the public.

Consumers may, if they choose, invest their surplus money in the common or preferred stocks of the very business from which they buy electric power, tea, tires, stockings or roofing.

This is community ownership—restricted, it is true, to an investing class; but community ownership advantageous to the community because of the definite advantages it brings to the producing industry.

Why is all this taking place?

It seems that there comes a stage in the development of a business where the man who founded it and built it can no longer handle its many diversified problems alone. He must have more help.

The public, in the meantime, has begun to use his product to such an extent that it feels a pro-

proprietary interest in the product and in the business that produces it. In other words, the public wants to own some of the stock in an enterprise that its own good-will has made successful.

This helps the manufacturer. When a well-known article of commerce has its production financed in part by thousands of its users, this article has thousands of extra part-time salesmen in the people who own shares of that stock.

The investment banker also wants to help the founder and owner by finding the people who will buy part of the stock on terms of profit to the original owner, or to find another, or several other businesses of kindred character which may unite for mutual advantage. When two or more good firms pool resources, many economies are usually effected, resulting in savings to the consumer and more profit to the investor.

The employees of the business also want to help the original owner by acquiring part of the ownership themselves, and when they become part owners they usually exhibit greater zeal and ability in their jobs.

The individual owner thus has pressure brought to bear upon

him from several points to reorganize his business by letting a part of the ownership go into other hands.

Competitive conditions in a growing business soon get beyond one man's ability to handle them. Production requires great ability focused in a master of production. The same thing is true of sales, advertising, and the great amount of research needed to develop the future of the enterprise.

These things demand men of high calibre, men equipped to earn high rank in business—and if they do well they must be rewarded.

Many a man who wonders what is wrong with his business might find out if he would only realize that it has gone beyond one man's capacity and that those big enough to help him are not on his staff.

It is the lesson that life has been trying to teach all through the ages—that the individual does most for himself through specialization:—yes, that kind of able specialization which blends itself without waste with other able jobs of specialization. A big business today needs more than one big man—more than one little group of "owners."

GEORGE BATTEN COMPANY, INC.

Advertising



GEORGE BATTEN COMPANY, INC. • NEW YORK • CHICAGO • BOSTON

assets are not as significant in many instances as his character and ability. And with bakers, too, we have found character and ability especially important. Our salesmen frequently find that by supplying the credit department with this more personal information we are able to increase the credit limit, and in many instances very materially.

But investigation is not the only place where the credit department has asked the co-operation of the sales department. We ask the salesmen to make collections for us, too. Salesman Adams particularly disliked the idea of making collections.

"How can I expect to get a customer into a mood of buying," he complained, "if when I approach him I remind him that he hasn't paid for the others previously shipped for which payment is due?"

"Can you think of a poorer prospect than a customer who is behind on his payments?" we asked Adams. "Isn't it true that, although he will probably not say anything about it, he cannot help realizing that if he orders from a firm with which his account is past due, and from another where he is all paid up, it will be the firm he does *not* owe that he will patronize?"

Reluctantly, Adams finally consented to make collections. Again, results demonstrated that we were

right. It took about a year to convert this salesman completely to the idea of working with the credit department on collections. We find that results are usually our best argument with salesmen who are inclined to be skeptical toward this credit work. If at the start a salesman does not appear to be quite whole-heartedly for the plan, we do not spend too much time talking. We just get him to go out and give the plan a trial, as we did Adams. We have found* that the plan in operation makes an argument in results which is more convincing than anything we can say.

At present, so clearly do our salesmen see sales and credit as one and the same problem—because of the better results they have secured acting on this principle—that they *prefer* to make their own collections, and secure their own credit information, even in cases where the credit department could easily do this for them. They find that first-hand knowledge of a customer's business, gained in this way, gives them valuable insight into how to go about selling, what to sell him and how much to sell him. And many of them feel that in making collections themselves because of their first-hand knowledge, they can handle the problems with less likelihood of offending the customer.

Results in increased sales have been mainly responsible for the

SPERRY FLOUR CO.

SALES DEPARTMENT

SALESMAN'S REPORT ON NEW ACCOUNT

Date	192..
Salesman	No.....
Proper Ledger Name	
Prop. Name	
Style Name	
Street No.	
Town	Phone No.
Mail Address	
Class	Location
Nationality	Window
Value of Stock	Credit
Av. Mo. Flour Consumption	Attitude
Brands and Types of Flour used	
Business	Amt. of Insurance
Successor to	
References	
Entered.....	Credit..... Addressograph..... Sales Record.....

AN EVIDENCE OF THE CLOSE CO-OPERATION BETWEEN THE SALES AND CREDIT DEPARTMENTS OF THE SPERRY FLOUR CO. (ACTUAL SIZE 9¼ IN. X 6 IN.)



"... brings a longing..."

Leland Stanford—100 H. P.— Freshman Rule— Steve Hannagan

Each mail brings TIME editors a longing for papal infallibility. For TIME readers, keen-minded, close-reading, take pen in hand at the least chance of begging to differ. It would seem that all TIME homes are equipped with microscopes.

‘ ‘ ‘

For Instance

In TIME, Volume VIII, No. 15, October 11, 1926, appeared (among others) the following communications from lynx-eyed readers:

Thoreau Cronyn, Editorial Department, Barton, Durstine & Osborne, New York City, maintained that to speak of Leland Stanford University is to commit a solecism comparable to speaking of Eli Yale University or John Harvard University. The California seat, according to Subscriber Cronyn, should be spoken of simply as Stanford University.

W. M. Baldwin, Pierce Arrow Advertising Manager, took exception to a TIME footnote stating that a certain motor car (Stutz) is reputed to be the most powerful (92 H. P.) stock car in the U. S. Subscriber Baldwin pointed out that the Pierce Arrow Dual Valve Six will develop "more than 100 H. P."

Director of Athletics, U. S. Naval Academy, Jonas H. Ingram, elucidated the Annapolis "Freshman Rule," pointing out that the midshipmen do not play freshmen in contests with any college which has a no-freshman-on-the-varsity rule.

Public Relations Official Steve Hannagan forwarded a 90-word telegram to the effect that initial estimates of Florida hurricane damage were exaggerated and that the Fisher Hotels would open as usual.

Warning to Advertisers

So, advertisers, give your TIME advertisement a few extra proof readings. Else the wrath of TIME readers, Argus-eyed and Xantippe*-tongued, will descend upon you. Readers pay more per word for TIME than for any other magazine. Apparently they leave no page unturned to realize fully on their investment.

**Xantippe—Socrates's sole folly.*

TIME

To Press Tuesday THE WEEKLY NEWSMAGAZINE To Readers Friday
Advertising Manager, Robert L. Johnson, 25 W. 45th St., New York City

TIME and Tide—

TIME had 9,000 subscribers in 1923. It has more than 130,000 today—thus demonstrating the truth of the old proverb that TIME and tide wait for no man.

conversion of our salesmen to this belief in the identity of sales and credit. But there has been another factor. The credit department has demonstrated its willingness to do its part. Many instances have come up where salesmen have called upon the credit department to assist in ironing out especially knotty problems. Sometimes they send customers in to see us. Sometimes at their request we call on customers. In these cases we have tackled the problem from the sales standpoint, as well as credit. And time after time, by advising a potential customer how to remedy such things as unsatisfactory methods of keeping accounts, how to comply more effectively with certain important credit requirements, we have made a good credit risk out of one that at first appeared a poor one.

Some time ago one of our salesmen asked us to call on a customer who owed us between three and four thousand dollars, all past due, thinking that we might be able to bring about a closer relation with him from a credit standpoint, and incidentally, an increase of sales. We visited him and talked things over. One of our first discoveries was that his expense for raw materials was too large. We also found that he was loaded up with past-due accounts, which is not healthy for any business. Because so many of our customers are bakers, we have some knowledge of the business, and it did not take us long to discover that wastefulness on the part of some of his workers was the chief cause of this baker's heavy expense for raw materials. And to remedy the slowness of his collections, we helped him work out a modern collection system. As a result of our suggestions he was able to remedy both of these difficulties. Today this baker is prospering. He has a good credit standing with us, justifies it—and is a 100 per cent user of Sperry Flour.

One of our problems in getting the salesmen to work with us has been the working out of a method of handling the details of credit matters which should prevent mix-

ups or unnecessary duplication of effort. Toward this end, the credit manager has during the last year, written a Manual of Instructions, which has been placed in the hands of all who may in any way have something to do with the credit operations of the company. Our territory is so organized that we have credit representatives at our four main district offices, scattered up and down the far Western States, who devote all of their time to credit work. At some of the subdivisions credit matters have been delegated to cashiers and accountants, but at all times members of the credit department are in close touch with the credit manager in the executive offices in San Francisco.

Daily collection reports are sent from each office to the credit manager, so that he may know at all times what progress is being made throughout the entire system. It is, of course, important for him to know that our receivables are coming in promptly.

In the matter of collections, the credit department works very closely with the salesmen. If we must correspond with the customer, the salesman who solicits his business receives a copy of the letter. If the salesman receives an order from a customer whose account is past due, and no payment against it, he tries to secure a check from the customer, or at least a definite promise of future payment, and he makes a short report which accompanies the order. In this way, orders which would sometimes be held awaiting response to a letter go out promptly, and the good-will of the customer is retained. Salesmen who do not come into the office daily are advised of the payments received through the mail. Also, the salesmen are furnished with a copy of each customer's statement rendered on the first of the month. These monthly statements the salesman keeps with him during the month, and from them obtains a general idea of how collections are progressing with his trade.

Sales managers sometimes have presentiments of the danger of

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dividing a salesman's interest by calling upon him to do credit work. We have found no such tendency in our business. Rather, what credit work we have called upon our salesmen to do has not only fortified their knowledge of their work of selling, as has been described, but it has also increased their interest in their work of selling. It is true that this work of acting as eyes for the credit department requires some time and thought on the part of the salesman. But this investment has paid for itself in increased sales.

An important advantage which has resulted from holding our salesmen responsible for some of the initial credit information has been a saving of routine in the handling of credit authorization. Since the salesman gets the credit information at the time he gets the order a good portion of the necessary data for granting credit comes to the credit department at the same time as the order and requests for credit authorization. This dispenses with the operation of matching up orders from one source and information from another. Usually the credit report it attached to the order when it comes to us for approval.

We feel that the success of our plan for co-operation between the sales and credit departments has been demonstrated by the benefits to both departments. A few years ago, forty-five or sixty days was the average length of turnover of our accounts. At present it is twenty-eight or twenty-nine. While the time for making collections has been cut down to something like one-half, credit losses have been cut to the minimum and the delays of credit routine have been reduced. And each year during the period sales have increased. Thus have our credit and sales departments, working shoulder-to-shoulder, boosted for more business,

Hearst Newspaper Executives to Meet at Baltimore

The annual meeting of the executives of Hearst newspapers will be held at Baltimore from January 31 to February 2.

King Cotton No Longer Rules the South

CASE, POMEROY & COMPANY, INC.
NEW YORK

Editor of PRINTERS' INK:

I was much interested in an editorial in your issue of December 23 entitled: "Psychological Bankruptcy." I thoroughly agree with Mr. Ellsworth that there has been entirely too much hysterical comment in the press on the effect in the South of low cotton prices.

Ten years ago such a drop in the price of cotton would have been a very serious matter, but few people in the North yet realize the great change which has taken place throughout the Southeast. This section is now producing relatively less cotton than it did fifteen years ago and has greatly increased its crop diversification. Moreover, a tremendous advance has been made in manufacturing. The South is now consuming about 65 per cent of all cotton used in textile production in the United States. The present relative position of cotton as a crop is shown by the fact that the total value of lint cotton in 1925 in the Southeast was only 8.5 per cent of the gross value of all farm products, mineral products and manufactures. In the ten States of this section the estimated decrease in the value of the 1926 cotton crop from the 1925 value represents but 2.2 per cent of the total gross value of all products which is estimated to be about 8½ billion dollars.

There is still plenty of buying power in the South, and the prosperity of this section cannot be permanently affected by a lower price for a single commodity.

Incidentally, the Southern Railway has started a national magazine campaign along broad and educational lines. It is not the purpose of this campaign to sell transportation, but to sell the South and its numerous advantages to the rest of the country. This advertising will undoubtedly correct many misconceptions now held by people in the North and West as to what is actually going on in the South.

CASE, POMEROY & COMPANY, INC.
ROGER C. HOYT.

Becomes Frankel-Rose Company

Charles Edson Rose, for the last four years with the R. H. Donnelley Corporation, Chicago, has joined Jones B. Frankel, Chicago, advertising service, as a partner. The name of the firm is now the Frankel-Rose Company.

W. R. Neahr Starts Own Advertising Business

W. Richard Neahr has started a general advertising business at Grand Rapids, Mich., under his own name. He was formerly with the C. C. Cargill Company, also of Grand Rapids.

New England's best

—where are they?

A CLOSE-UP view of the New England automobile market reveals some startling facts.

These facts constitute valuable ammunition for every sales manager. Here they are:—

Of the total sales of new cars in New England in 1925 (excluding Connecticut) 64.6 per cent were sold in Massachusetts. This percentage ranges from 59 per cent for cars in the less than \$1,000 class to 75 per cent for cars in the class of \$4,000 or over.

Of all new cars sold in Massachusetts in 1925, 71 per cent were sold in the six eastern counties—Suffolk, Middlesex, Essex, Norfolk, Bristol and Plymouth. In this area, less than an hour's ride from Boston, are 45 suburbs in which *there is a car for every family*.

More new cars were sold in Middlesex county alone than in the states of New Hampshire and Vermont combined, and nearly as many as in the entire state of Maine. Middlesex and Suffolk counties together accounted for over 41 per cent of all new auto-

mobiles sold in Massachusetts.

During 1926 the Globe led all other Boston papers in automotive display advertising. The Globe 1,123,820 lines, second paper 1,021,714 lines. In automotive classified, 85 per cent of which is pure display advertising, the Globe's lead is even more impressive. The Globe 1,200,685 lines, second paper 635,415 lines. The Globe gained 496,342 lines in total automotive and accessory advertising over 1925, a greater gain by 199,594 lines than that of its nearest competitor.

THERE must be some reason for this. The Sunday Globe (most automobile advertisers use Sunday papers) has the largest circulation of any Boston Sunday newspaper in the 6 Massachusetts counties where the most automobiles are owned. This circulation is 270,552. Of the 156 cities and towns in these 6 counties where the Boston Sunday papers list circulation, the Globe leads in 98 or 62.8 per cent.

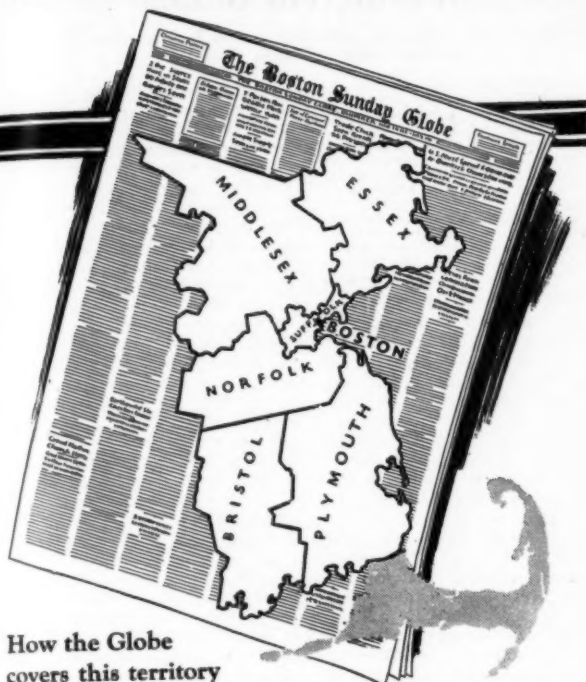
These facts prove conclusively that to cover New England's principal automobile market the manufacturer rightly selects the Globe first.

The Boston

The Globe

Audited Net Paid Circulation Year ending March 31, 1926

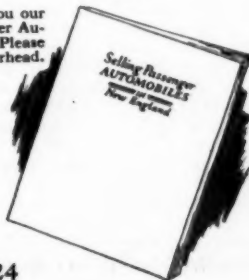
Automobile Counties



How the Globe
covers this territory

County	Families	S. Globe Circulation
Suffolk	185,671	101,301
Middlesex	172,967	87,903
Essex	107,145	28,992
Norfolk	48,684	30,340
Bristol	79,778	10,229
Plymouth	34,881	11,787

We shall be glad to send you our booklet on "Selling Passenger Automobiles in New England." Please write on your business letterhead.



Globe sells Boston.

Daily 278,988 . . . Sunday 325,324

How Instalment Order Forms Vary in Different States

Simplification of Conditional Sale Agreement Is Desirable Because It Tends to Reduce Sales Resistance

PLUMMER-HUFF COMPANY
SPRAY-PAINTING EQUIPMENT
NAPOLEON, OHIO

Editor of PRINTERS' INK:

We are preparing blank order forms covering instalment plan sales in the various States and wonder if there is available any book or view which covers concisely the requirements which we notice vary considerably in the different States.

PLUMMER-HUFF COMPANY,
C. W. HUFF,
Manager.

BEFORE any manufacturer decides to launch a campaign of instalment selling to the consumer on a national scale, the law affecting retail instalment sales in the different States should be given careful consideration. In this form of selling, the dealer's principal protection is in holding title to the merchandise until it is paid for. The customer must therefore sign something in the form of a sales agreement which will protect the dealer under the laws of his State.

So many questions are involved in this aspect of the matter—merchandising questions as well as legal—that we thought it best to submit the matter to a man who has had considerable experience in financing instalment sales. He said in part:

"A straight conditional contract of sale may be used in all States except Louisiana, Missouri and Ohio. In these three States a chattel mortgage is preferable but the same form cannot be used in all three States as each State has its own peculiar requirements.

"One thing your correspondent should be warned against is that counsel, if left to their own devices, will draft a form of contract which is altogether too long and cumbersome. In an effort to cover every possible contingency, they make the contract of such length as to create a great deal of sales resistance on the part of the customer and nine out of ten of the contingencies that they provide

against are so remote that they can be assumed as an ordinary business risk.

"Some dealers and manufacturers use a note in connection with a contract of conditional sale, the note being payable in instalments. However, we think it best not to use a note except perhaps in States where a chattel mortgage is preferable, as there is no advantage in a note in connection with a contract of conditional sale and it is simply another instrument to get the customer to execute and serves no material purpose.

"We suggest that interest at the rate of 6 per cent per annum be charged on the deferred payments. In some States, 7 and 8 per cent is legal and in others as high as 11 per cent is legal, but in many States anything above 6 per cent conflicts with the usury law, so that we recommend that 6 per cent be adopted as standard.

"Fifteen per cent with order, 20 per cent on delivery and 65 per cent in from four to ten monthly payments is very conservative. Our offhand opinion is that your correspondent could safely defer 75 per cent of the selling price over a period of ten months.

"With respect to collections, should your correspondent decide to sell any of these instalment contracts to a finance company or other banking institution, we strongly recommend that the collections be kept in his own hands. Some finance companies claim that they can collect better than the manufacturer or dealer, but the charges they make for this collecting are sufficiently high so that they are very well paid for their services. If sales are properly made no one can collect better than the seller. Outside finance companies collecting contracts for dealers and manufacturers have, in many cases, seriously injured

the dealers' and manufacturers' business because of their arbitrary collection methods. Our advice to dealers and manufacturers is to keep complete control of their business in their own hands."—[Ed.]

PRINTERS' INK.

Marinello and Inecto Become Affiliated

The Marinello Company, New York, and Inecto, Inc., also of New York, have become affiliated. The directing officers of the affiliated organization are: Mrs. Ruth J. Maurer, president; Neal R. Andrews, general manager, and Ralph L. Evans, technical director.

It is planned to feature the Marinello Beauty Shops in this year's advertising. Magazines and newspapers in the cities where the shops are located will be used.

Sponsor of Anti-Cigarette Advertising Law Dead

State Senator Leroy Dixon, Provo, Utah, who planned to introduce a bill before the State Legislature calling for legislation to prohibit the advertising of cigarettes in Utah, died recently. It is now unlikely that the bill will be introduced as there is no organization or other legislator backing it.

Business Paper Campaign for Red Band Shingles

Bloedel, Stewart & Welch, Ltd., Vancouver, B. C., and Seattle, Wash., lumber products, will shortly start an advertising campaign in business papers, featuring Red Band shingles. Direct-mail advertising will also be used. Tom Jones Parry, Seattle, advertising, is directing this account.

W. A. Miller Joins Crowell

Wallace A. Miller has been appointed to the promotion staff of the direct-mail advertising department of The Crowell Publishing Company, New York. He was formerly general advertising manager of the Norwich Union Indemnity Company and the Phoenix Indemnity Company, New York.

Appointed by Electrical Manufacturers' Association

The National Electrical Manufacturers' Association has appointed Alfred E. Waller as managing director. He has been associated with the Ward Leonard Electric Company since 1909.

Has Furniture Account

The Rexbitt Furniture Company, Inc., New York, furniture manufacturer, has appointed the Brown Advertising Agency, Inc., also of New York, to direct its advertising account.

Mail-Order Sales for 1926 Increase

The total sales of Montgomery Ward & Company and Sears, Roebuck & Company during 1926 amounted to \$471,961,877. This compares with \$442,418,225 during 1925, an increase of \$29,523,652.

The 1926 sales of Sears, Roebuck & Company were \$272,699,314 against \$258,342,236 in 1925, while the December sales of this company amounted to \$29,983,402 as against \$30,521,658 in December last year. The sales of Montgomery Ward & Company for 1926 totaled \$199,262,563 against \$184,095,989 for 1925. December sales were \$23,103,429, compared with \$22,789,009 for December last year. The December sales of 1926 of this company were the largest of any month in the company's history.

Western Council Honors J. W. Young

James W. Young, of the J. Walter Thompson Company, newly elected president of the American Association of Advertising Agencies, was the guest of honor at a dinner given by the Western Council of the association at Chicago on January 10. The dinner was attended by representatives of Chicago, St. Louis, Rockford, Racine and Milwaukee agencies.

Mr. Young outlined his plans for association work for the coming year including an extension of the research work which the association is doing for the benefit of member agencies and advertisers. He also plans the publication of data already gathered by the association to constitute the beginning of a literature on advertising agency work.

Cooke School Account for Simmonds & Simmonds

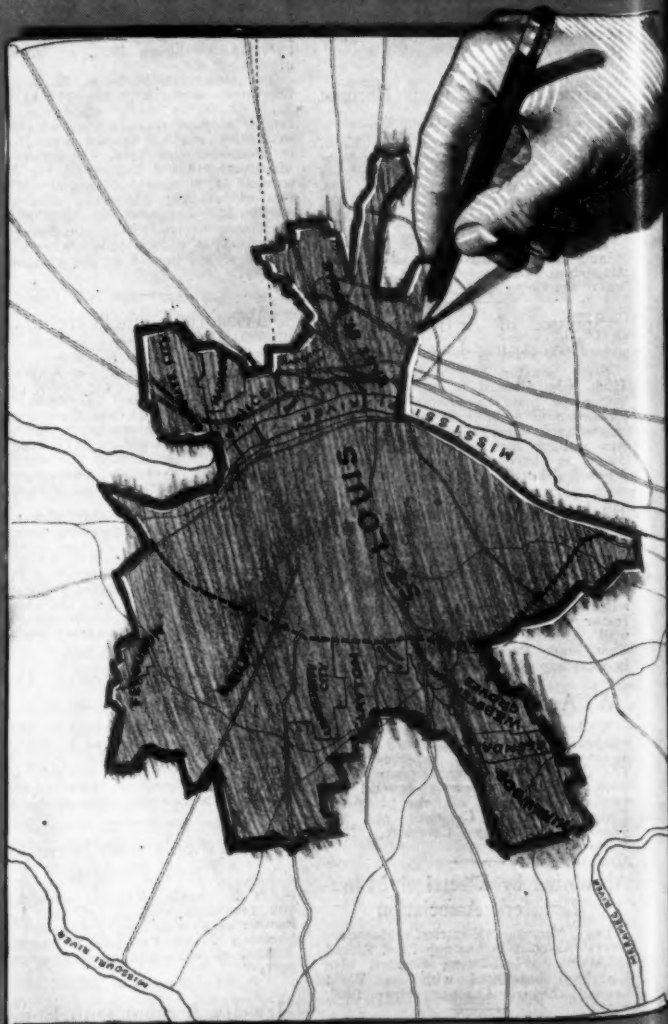
The L. L. Cooke School of Electricity, owned and operated by the Chicago Engineering Works, Inc., has placed its advertising account with Simmonds & Simmonds, Inc., advertising agency of that city, effective April 1.

A. N. Apple with Sherman Paper Products

Art N. Apple, formerly advertising and promotion manager of the Audit Bureau of Circulations, has joined the Sherman Paper Products Corporation, Boston, as sales and advertising manager.

Jewelry Account with Frank Presbrey

J. E. Caldwell and Company, Philadelphia, jewelers, have placed their advertising account with the Philadelphia office of the Frank Presbrey Company, advertising agency.



When You Draw The Billionarea Boundary You Discover A Big Market Opportunity!

In defining a market, the sales manager or advertising executive is not concerned with territory—he is not concerned with state lines, county lines or arbitrary circles drawn on the map, but he IS vitally concerned with people, buying power and accessibility.

Knowing where to draw the line of a market is an all important factor in the success of selling and advertising.

Take an actual close-up map of

the St. Louis district. You can see exactly where the thickly settled areas end and where the sparsely settled country districts begin. When you draw a line around this area of concentrated population, you are marking the actual boundary lines of The Billionarea.

The Billionarea is, therefore, no mythical or artificial sales territory, but a descriptive name given to **the Greater St. Louis Market as it actually exists**

Continued on next page

Continued from preceding page

The boundary line of The Billionarea is not only the actual market line of Greater St. Louis, but—

It is the boundary within which population, purchasing power and newspaper coverage are so concentrated that it makes it possible to sell in volume at the lowest sales and advertising cost.

It is the boundary that definitely and properly excludes the thin, scattered areas of comparatively low purchasing power which can not be covered economically either by salesmen or advertising.

The Billionarea has an annual purchasing power far in excess of a billion dollars, with family pur-

chasing power far above the average of other metropolitan cities.

It is one of the greatest volume consuming markets in America for practically any product. It has more than a million people concentrated in an area of only 16 by 21 miles.

It has one newspaper that reaches every home of purchasing consequence at a lower advertising cost than is possible in any other major market.

That newspaper is the St. Louis Post-Dispatch—it has by far the greatest circulation in The Billionarea, and carries by far the greatest volume of local, national and classified advertising.

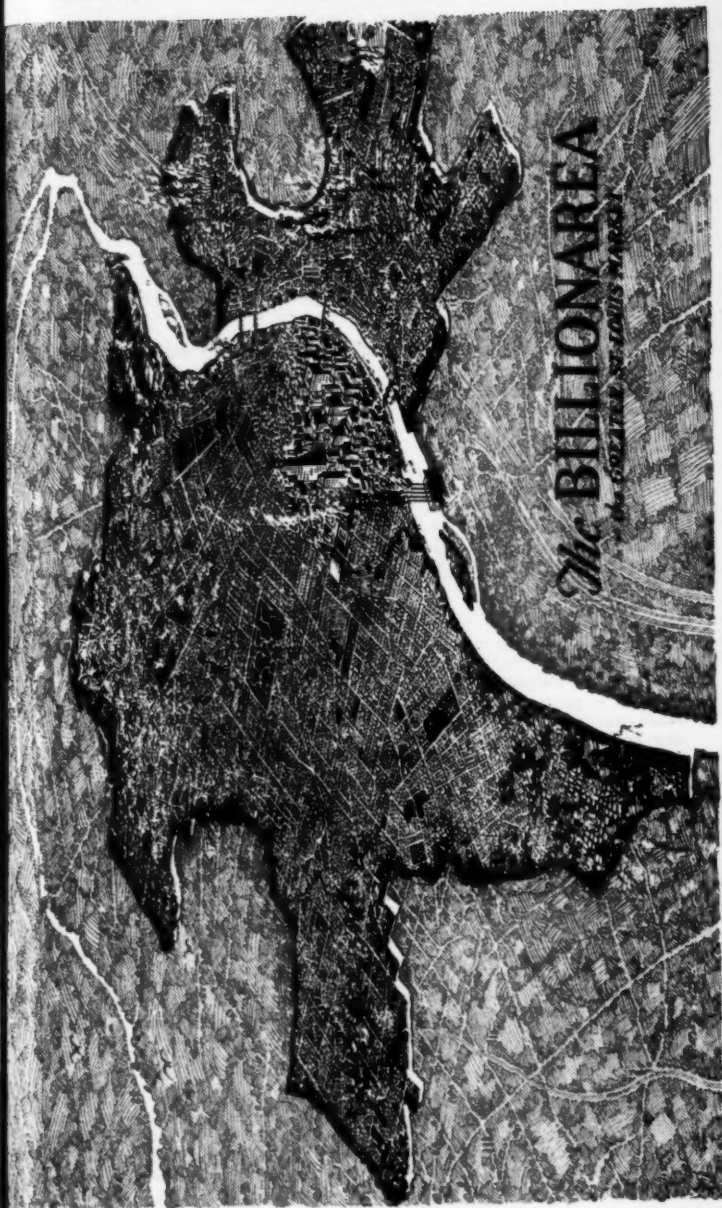
ST. LOUIS POST-DISPATCH

The highest ranking P+D+C newspaper of The BILLIONAREA—the Greater St. Louis Market

NEW YORK CHICAGO

ST. LOUIS POST-DISPATCH

the highest ranking P + D + C newspaper of The BILLIONAREA - the Greater St. Louis Market



The BILLIONAREA

the Greater St. Louis Market

John Bull Could Teach Uncle Sam a Thing or Two about Advertising

For Example, the British Government Advertises Its Official Publications While Our Own Government Depends on Free Publicity

By Reginald H. W. Cox

"**A** MERICAN advertising," wrote John K. Hildebrand, in **PRINTERS' INK** of December 9, "is supposed to be in advance of British advertising in many respects, but every now and then there comes from England a campaign which is so well designed . . . as to deserve the attention of those persons on this side of the Atlantic who are on the lookout for useful suggestions."

In reading this, it occurred to the writer that the British Government's advertising of its official publications is an apt case in point. It is probably true that the United States Government spends a great deal more money in collecting business information than any other Government, as was stated in the December 2 issue of **PRINTERS' INK**, but in the marketing of its publications it certainly is behind the activities of the British Government.

Official publications in Great Britain are the concern of a department known as His Majesty's Stationery Office. In common with most other Government departments it comes in for the usual amount of undeserved criticism on the part of the general public. A national daily went so far as to find the titles and covers of its

books too dull for general readers! Actually, however, His Majesty's Stationery Office is as modern and as businesslike as a Government department can be.



LABOUR STATISTICS. The review of the Abstract of Labour Statistics which was rendered during the war has long been deemed by all students of Economics. The Eighteenth volume of this comprehensive work is now ready. (p. 42)

REPORT OF THE ROYAL COMMISSION ON INDIAN CURRENCY. An examination of the Indian Exchange and Currency System, together with important and far-reaching recommendations. 10. 6d. (m. 84d.) — "Few financial documents . . . have been awaited with greater interest than this year." — *Financial Times*. "Undoubtedly an epoch-making document." — *Financial News*. "An able report." — *States*. The Museum of Evidence and appendices containing the oral and written evidence of the leading British and Indian economists are also available. APPENDICES: Vol. 1, Indian, 8s. (m. 6d.); Vol. 2, English, 4s. (m. 2d.); EVIDENCE: Vol. 3, Indian, 10s. (m. 6d.); Vol. 4, English, 6s. (m. 6d.); INDEX: Vol. 5, 1s. 6d. (m. 6d.)

CENSUS OF ENGLAND AND WALES, 1921. The complete census returns for England and Wales are contained in over 60 volumes. The full set costs on publication over £30 but the limited number of sets now remaining will be sold at £12 each, carriage forward. The widespread scope of this Census makes the volume of exceptional utility to all interested in current social and economic problems.

EMPIRE FOODSTUFFS. The following reports of the Imperial Economic Committee on the marketing and preparing for market of Foodstuffs produced in Overseas Parts of the Empire have been published. 1st Report, General, 9d. (m. 4d.); 2nd Report, Meat, 9d. (m. 4d.); 3rd Report, Fruit, 9d. (m. 4d.); 4th Report, Dairy Products, 1s. (m. 84d.). They forecast some remarkable developments in Empire Trade.

POVERTY, NUTRITION AND GROWTH. A Study of Child Life in Cities and Rural Districts of Scotland. 10s. (m. 5d.). A social survey from a new angle which provides fresh data of immense value for the study of the problem of poverty. By the Medical Research Council. "A thoroughly a pleasure investigation, and the conclusions arrived at cover a wide field." — *Morning Post*.

LABOUR PROBLEMS. Report of the Ministry of Labour for the year 1925. 5s. (m. 4d.). An illuminating review of the Ministry's work. Annual Report of the Chief Inspector of Factories and Workshops for the year 1925. 10. 6d. (m. 84d.). Agricultural Unemployment Insurance: Report of an Interdepartmental Committee. 6s. (m. 2d.). A review of the difficulties attending the extension of unemployment insurance to Agriculture.

All prices are net. These in brackets include postage.

HIS MAJESTY'S STATIONERY OFFICE

May be obtained from the Sale Office of the Department at—LONDON: Admiralty House, Kew, W. 8; MANCHESTER: 1, St. Ann's Street; EDINBURGH: 10, George Street; CARDIFF: 1, St. Ann's Street; or through any bookseller.

NOT ONLY DOES THE BRITISH GOVERNMENT BELIEVE IN ADVERTISING BUT IT ALSO KNOWS A THING OR TWO ABOUT TYPOGRAPHY AND LAYOUT

Having occasion to send to it for information and also to purchase books over its counter, I believe that it compares very favorably with many of the British commercial publishing houses.

Of particular interest is its advertising (By "advertising" I mean paid-for announcements, and not editorial reviews and write-ups.) Book advertising is poor stuff, anyway. Those who have had to grapple with a new book (particularly a business book) will appreciate the difficulty of layout and of copy. With the exception of books sold by direct mail, it is usually the rule to cram as many titles as possible into the smallest space, and then to lighten the burden with a cut of an author's photograph. Few books lend themselves to attractive layout.

But advertisements of His Majesty's Stationery Office are anything but dull. They seldom carry illustrations other than official crests, it is true, but the typography is attractive, modern type-faces predominating.

Where additional copy to the book descriptions also appears, this is of real selling value. Appealing to teachers through *The Journal of Education*, a recent announcement states:

"If Government Publications appeal more to Teachers than to any other single class it is because they form the sources of much of our most recent knowledge in such subjects as

History

Archaeology

Administration

Economics

Aeronautics

Geology

and a number of others of the greatest interest to all concerned in the advancement of learning. Publications of the greatest interest to the educational world have appeared in recent years, such as" . . . and then follows a detailed list of appropriate titles. The advertisement then concludes: "If these interest you write for a complete list of publications on Education and the 'Brief Guide to Government Publications' (3d). All prices are net. Postage extra."

A topical angle is adopted in a dignified display appearing in a December issue of another publication:

Ancient and Historical Monuments, possess a fascination felt by all. Their charm accords most fittingly with the spirit of Christmas, when old customs and old ways again come into their own. Few gifts are more pleasurable at this time than those tinged with such memories. This is one reason for the popularity of the Inventories of the Royal Commissions on Historical Monuments

as Christmas books among all who care for the past.

To sell a government publication from the point of view of its value as a Christmas gift is certainly unique.

Channels of distribution of the British Government's publications are wide. All books can be ordered by mail, and for this reason the postage for each book is clearly indicated. The full addresses of the official centers in London, Edinburgh, Chester, Cardiff and Belfast also appear consistently in advertisements, with the additional information that the books can be obtained through any bookseller.

It is clear that the British Government realizes the value of legitimate advertising, for at the present time it uses this medium to announce, not only its official publications, but to further the use and installation of the telephone, to illustrate what it means to buy National Savings Certificates, and to point out the advantages of Buying Empire Goods. This is in addition to its publicity efforts of various kinds in the trade and technical press.

Apparel Industry Ready to Submit Advertising Plan

At a meeting of the apparel industry committee of the National Association of Retail Clothiers and Furnishers held at Chicago last week, the proposed advertising campaign for the industry was discussed and it was decided to present a definite plan of action at the annual convention of the association which will be held at St. Louis the week of March 20.

All-Year Club Reports Big Increase in Coupon Returns

Coupon returns from the advertising of the All-Year Club of Southern California are 130 per cent more than in 1925, according to G. G. Milham, executive secretary. This is the second season that the club has conducted a winter campaign. Newspapers and magazines are being used.

Commercial Poster Company Opens Atlanta Office

The Commercial Poster Company, Cleveland, has opened an office at Atlanta, Ga. Thomas M. Murphy, recently sales manager of the New York Bottlers' Supplies Manufacturing Company, Hoboken, N. J., is in charge.



When a representative of this group of newspapers visits a National Advertiser he is prepared to render a definite service—a service based upon an intimate knowledge of advertising and merchandising.

RODNEY E. BOONE
9 East 40th Street
New York

H. A. KOEHLER
929 Hearst Bldg.
Chicago

Rodney E. Boone General
L. C. BOONE
Book Tower Bldg.
Detroit

Chicago American
Detroit Times

Boston American
Boston Advertiser

He has space to sell, certainly; but he has far more than that. He is thoroughly familiar with his various markets, and jobber and dealer conditions therein. Not once but frequently have our representatives been in a position to offer advice to advertisers that was of tremendous value.

Each newspaper in this group plays an important part in its respective market. Each market is a major one.

So remember that when a representative of this group calls, he will give you full value for the time you give him. And he'll talk back in YOUR language.

General Manager National Advertising

S. B. CHITTENDEN
554 Hearst Bldg.
Boston

F. M. Van GIESON
541 Monadnock Bldg.
San Francisco

FRED H. DRUEHL
136 St. Paul St.
Rochester, N. Y.

Albany Times-Union	Syracuse Journal
Rochester Journal	Wisconsin News

The Outlook for Postal Legislation

*Washington Bureau
of PRINTERS' INK*

PPROMPT action on postal legislation by the Senate Committee last week appeared to promise lower postal rates during the present session of Congress. In almost record time, the committee reported out an amendment to one of the postal bills recently passed by the House which would give the publishers of the country just about all they have asked for in the way of a reduction on second-class postage. On last Saturday, it was learned that the new bill was being drawn to conform to the committee's report and that it was the intention of Senator Moses to introduce the amended bill in the Senate one day this week. But it was also disclosed that the amendment in its present form is likely to create opposition on the part of the farm bloc, and if this occurs there will be little chance of a reduction on second-class mail before the next session of Congress.

At the conclusion of an executive session held on January 11, the Senate Committee ordered a favorable report on the several bills passed by the House to restore the 1-cent rate on postcards, to provide penalty postage for the delivery of short-paid first-class matter, to furnish the transmission of reply cards on which postage is to be collected on delivery, to reduce the rate on transient second-class matter, and on that part of Senator McKellar's bill (S.4189) which would reduce second-class mail to the rates prevailing in 1920. On January 13, the committee accepted a new scale of rates on third-class matter which was recommended by the Post Office Department, and agreed to the elimination of the 2-cent service charge on fourth-class matter, and approved a graduated scale of special handling charges as substitutes for the present flat rate of 25 cents.

The proposal of the McKellar bill to grant special second-class bundle rates on shipments of newspapers to dealers was rejected by the committee. But the committee voted ten to two, with five members absent, to endorse that part of the McKellar bill which reads as follows:

"In the case of publications entered as second-class matter (including sample copies to the extent of 10 per centum of the weight of copies mailed to subscribers during the calendar year) when sent by the publisher thereof from the post office of publication, or other offices, or when sent by news agents to actual subscribers thereto, or to other news agents for the purpose of sale—

"(1) The rate of postage on that portion of any such publication devoted to matter other than advertisements shall be 1½ cents per pound, or fraction thereof;

"(2) On that portion of any such publication devoted to advertisements for delivery within the eight postal zones established for fourth-class matter shall be as follows: For the first and second zones, 1½ cents; for the third zone, 2 cents; for the fourth zone, 3 cents; for the fifth zone, 3½ cents; for the sixth zone, 4 cents; for the seventh zone, 5 cents; for the eighth zone, 5½ cents; between the Philippine Islands and any portion of the United States, including the District of Columbia and several territories and possessions, 5½ cents."

These paragraphs amend section 202 of the Act of February 28, 1925, and that part of the McKellar bill which was accepted also fixes the rate of postage on newspapers or periodicals maintained by and in the interest of religious, educational, scientific, philanthropic, agricultural, labor, or fraternal organizations, not organized for profit, at 1½ cents per pound. And where the space devoted to advertisements does not exceed 5 per cent of the total space, the rate of postage shall be the same as if the whole of such publications were devoted to matter other than advertisements.

It is thought that the several

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bills endorsed by the committee, together with provisions of the McKellar bill accepted, will be incorporated into a new Senate bill which will be one of the bills passed by the House with an amendment. If the amended bill is passed by the Senate, it is thought it will not meet enough opposition in the House to prevent its enactment into law, but just how strong the opposition will be in the Senate remains something of a speculation.

Southern California Editors to Meet

The Southern California Editorial Association will hold its thirty-ninth annual meeting at Los Angeles on January 21 and 22. The tentative program for the meeting includes a talk on "Why 'Me Too' Fails to Sell Advertising," by Walter P. Burn, Pacific Coast representative, bureau of advertising of the American Newspaper Publishers' Association. M. R. Ebersole, of The Dan B. Miner Company, Los Angeles, will speak on "How to Get Advertising of California Manufacturers Through Co-operation."

Perfection Account to Brooke, Smith & French

The Perfection Appliance Company, Detroit, manufacturer of electric ironers, has appointed Brooke, Smith & French, Inc., Detroit advertising agency, to direct its advertising account. An advertising and sales campaign is planned, to be localized at first, in important cities.

J. A. Eskins Joins Drechsler-Peard Agency

James A. Eskins, formerly with the Tauber Advertising Agency, Inc., Washington, D. C., has been added to the copy staff of the Drechsler-Peard Company, Inc., Baltimore advertising agency.

Harry S. McKeever Dead

Harry S. McKeever, Eastern advertising manager of *Harper's Magazine*, New York, died at Rutherford, N. J., on January 13. Mr. McKeever, who was forty-two years old, became associated with the Harper organization in 1902.

R. C. Sheridan with Baltimore Printer

Richard C. Sheridan, recently with The Green and Van Sant Company, Baltimore, has joined Schneidereich & Sons, printing, also of Baltimore.

Recommends More Advertising for Minnesota

H. C. Hotelling, secretary of the Ten Thousand Lakes Association, at the tenth annual convention of the association held recently in St. Paul, recommended that the association request a legislative appropriation of \$25,000 a year, \$5,000 more per year than was appropriated by the last legislature, to advertise Minnesota attractions. In his report Mr. Hotelling said that Minnesota had 1,308,957 tourists in 1926, who spent a total of \$71,073,600 in the State during the summer season, a gain of \$11,400,750 over the figure of 1925. The number of tourists in 1926 showed a gain of 209,440 over 1925.

To Publish "Genesee Country News"

A new regional newspaper, *The Genesee Country News*, will appear on February 1. It will be the official publication of the Genesee Country Association of Western New York and will cover the Genesee River territory. Walter B. Sanders, of Nunda, is business manager of the new paper. Guy Comfort, editor and publisher of the Perry, N. Y., *Herald*, will fill a similar position on *The Genesee Country News*.

P. B. Talbot Heads Iowa Farm Paper Publications

Paul B. Talbot has been elected president and treasurer of the Talbot Publishing Company, Des Moines, which has changed its name from the Farm Publishing Company. He had been editor and publisher of its publications, the *Iowa Farmer* and the *Corn Belt Farmer*.

Automobile Association Appoints V. D. L. Robinson

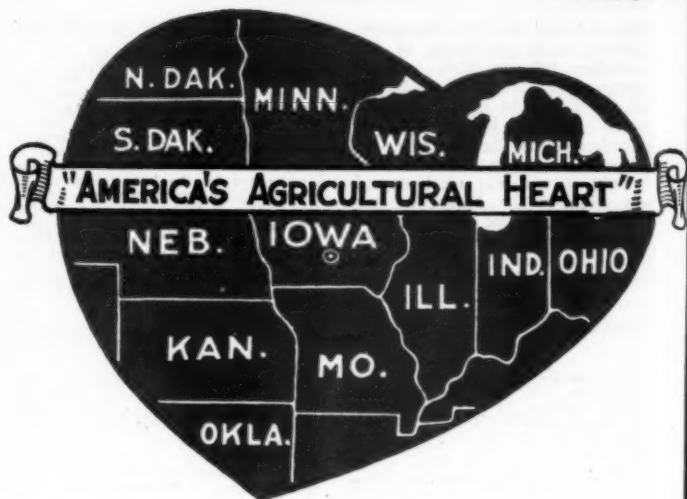
V. D. L. Robinson, business manager of the *American Autoist*, has been appointed general manager of the Florida State Automobile Association, with headquarters at Orlando, Fla. He will assume his new responsibilities about January 20.

E. B. Gardiner to Leave St. Louis Agency

E. B. Gardiner, vice-president and one of the founders of the John Ring, Jr., Advertising Company, St. Louis, has resigned, effective February 1, and will dispose of his interest in the company.

C. L. Cushing with Lord & Thomas and Logan

C. L. Cushing, recently manager of the plans department of The Economist Group, has joined the copy staff of the New York office of Lord & Thomas and Logan.



THE placing of 1927 advertising schedules at this early date is evidence of widespread confidence in *Successful Farming*, its selected circulation, its market and its ability to again build greater sales and distribution.

According to Government reports, the thirteen North Central states—the “Heart” of American agriculture—has just experienced one of its most prosperous years. This section, producing as it does, more than half the entire nation’s farm income, is indisputably the Primary farm market.

SUCCESSFUL FARMING

E. T. Meredith, Publisher, Des Moines, Iowa

“The Backbone of Most Successful Farming Campaigns”

**Fully fifty per-
cent as many
farm paper ad-
vertisers as
used Successful
Farming during
1926, have al-
ready placed
their adver-
tising contracts
for the year
ahead.**

EL FARMING

, Pub Des Moines, Iowa

sfung Campaigns in the Farm Field''

To Advertisers of Stocks and Bonds

The premium of two cents per line upon financial advertising in The Dallas News was discontinued some months ago. Our little "protective tariff" to foster the investment of Dallas money in local development is no longer needed. Large sums of outside capital are being invested in Dallas and Texas, and our own people want and should have good stocks and bonds. Financial advertisers are cordially invited to use the columns of The News at regular rates and with all contract privileges.

DALLAS is a desirable and fast-growing investment market. The Dallas News is one of the strongest media in the United States for advertisers of stocks and bonds. To become so it has rejected enough questionable offerings to finance another war.

Investment institutions are cordially welcomed to Dallas—by both ourselves and our readers.

The Dallas Morning News

*Dallas is the door to Texas:
The News is the key to Dallas.*

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Many Advertisers Are Using Visual Challenges, Whereby the Reader's Alertness, Optically, Is Taken into Consideration

WHEN you challenge the eye, you find a receptive organ. Wide popular appeal is linked with things visual. People are apt to be interested in their prowess in this direction, or to make sure of themselves.

If the headline had said that eyes were bad if the reader could not make out the letters and the designs at twenty feet, there would have been less interest. The page is a visual challenge, as the text proceeds to state in the following manner:

Advertisers seeking to attract attention to their displays, through novel ideas, are looking to the human eye first. They ask them-

[illegible][illegible]

**32 Years
of Continuous Service**

3-in-One

It is the common custom, in layouts of this character, to set the eye a task to do in the headline. "Examine every inch of this shingled roof," is a typical challenge which is followed by "at how many points are winter snows and summer rains liable to seep through?" The artist has drawn somewhat of a puzzle picture in that the wide expanse of roof holds at least twenty tricky little points of visual interest. They

must be looked for, however. It is a real puzzle picture calculated to cause people to examine that roof from top to bottom with critical, investigative eyes.

A double-page spread features a pen-drawing of a suburban town in winter. There are hundreds of tiny houses, stores, churches, club houses and public buildings.

In a second color, miniature radiators are superimposed over some of these structures, and the headline makes this suggestion: "What percentage of the houses in this village are wisely, adequately heated?" You can find out, for yourself, by taking a walk up one street and down the other, visually." It is quite natural for the reader to see how the percentages work out as expressed by the tiny radiators.

A somewhat similar design, in color, also a look-down, perspective painting, pictured at least thirty modern homes of pleasing architecture. It was a section of a rural home development.

The advertiser, in a blunt opening line, asked the reader to take the trouble to "Look over the landscape, with special attention to roofs." What was his personal opinion, in a spirit of fairness? Was he not willing to admit that the art roofs were conspicuously more attractive than the old-style shingles? Look first at one roof, then at another. Was there any comparison, really?

Because the scene was so adroitly presented and so artistically painted, there was a quite genuine desire created to do exactly as the advertiser suggested. The eye roamed over the roof tops, making comparisons, studying color effects and forming quick little mental decisions.

Such illustrations set a task for the eye to do and are therefore of quite specific value in an advertising sense.


"Can you tell, from this picture, in how many useful ways our product is put to use, day after day, in your kitchen?" inquires an advertiser of a certain powdered soap. He addresses the housewife, and the artist has designed an out-of-the-ordinary illustration.

There is a bright, modern kitchen, everything in its appointed place, and at least twenty-five uses are suggested, subtly, however. As you go over the illustration, you can see that the product could be used on linoleum floor-coverings, pots and pans, shelves, sink, drain board and countless other places in the composition. In a second color, there are miniature red stars at these points. Again the "puzzle picture" idea, interestingly handled.

Greater Ductility

Electromet as an intensive de-carbonizer and scavenger is rapidly finding favor with foundries and steel makers requiring exceptionally clean steel. Its cooling is less drastic than cyanide and reduction in size.

ELECTROMET treatment shows an increase in ductility and an increase in elongation. Our engineers will be glad to consult.



Steel without Treatment

with you on the way of these increasing efforts.

ELECTROMET steels, which is lack of all ELECTROMET alloys, means prompt shipment of your orders from stock and the help of our world-wide staff when you need it.

Write for our new booklet on the properties and uses of ELECTROMET alloys.



Steel with Treatment

Sole Distributors
ELECTRO METALLURGICAL SALES CORPORATION
Caldwell and Cedar Building, 31-37, 32nd St., New York

Electromet Brand

For Irons, Steels and Metals

CHROMIUM	MANGANESE	SILICON	NICKEL
Increases strength and hardness of steel.	Increases strength and hardness of steel.	Increases strength and hardness of steel.	Increases strength and hardness of steel.
Increases resistance to corrosion.	Increases resistance to corrosion.	Increases resistance to corrosion.	Increases resistance to corrosion.
Increases resistance to oxidation.	Increases resistance to oxidation.	Increases resistance to oxidation.	Increases resistance to oxidation.
Increases resistance to scaling.	Increases resistance to scaling.	Increases resistance to scaling.	Increases resistance to scaling.
Increases resistance to wear.	Increases resistance to wear.	Increases resistance to wear.	Increases resistance to wear.
Increases resistance to fatigue.	Increases resistance to fatigue.	Increases resistance to fatigue.	Increases resistance to fatigue.
Increases resistance to impact.	Increases resistance to impact.	Increases resistance to impact.	Increases resistance to impact.
Increases resistance to shock.	Increases resistance to shock.	Increases resistance to shock.	Increases resistance to shock.
Increases resistance to bending.	Increases resistance to bending.	Increases resistance to bending.	Increases resistance to bending.
Increases resistance to twisting.	Increases resistance to twisting.	Increases resistance to twisting.	Increases resistance to twisting.
Increases resistance to stretching.	Increases resistance to stretching.	Increases resistance to stretching.	Increases resistance to stretching.
Increases resistance to compression.	Increases resistance to compression.	Increases resistance to compression.	Increases resistance to compression.
Increases resistance to tension.	Increases resistance to tension.	Increases resistance to tension.	Increases resistance to tension.
Increases resistance to shear.	Increases resistance to shear.	Increases resistance to shear.	Increases resistance to shear.
Increases resistance to rupture.	Increases resistance to rupture.	Increases resistance to rupture.	Increases resistance to rupture.
Increases resistance to fracture.	Increases resistance to fracture.	Increases resistance to fracture.	Increases resistance to fracture.
Increases resistance to failure.	Increases resistance to failure.	Increases resistance to failure.	Increases resistance to failure.

THIS TRADE-PAPER ADVERTISEMENT GETS THE READER'S EYES TO WORK COMPARING TWO PIECES OF STEEL.

In the advertising of certain features connected with the chassis of an automobile, rubber-silenced, an illustration is designed which puts the eye to work through direct invitation. The chassis is shown and a demonstrator, who stands beside it, while, on a table in front of him, there are four mechanical parts. Arrows run from them to numbered places on the chassis, as the demonstrator asks the reader to follow him through bits of description.

To a degree, it is almost as if you stood by an actual chassis, a demonstrator at your side, and, as he pointed to the various parts, he asked you to bend over and give very special attention to them.

The eye is invariably quick to



Washington (D. C.) Is the Purchasing Center of More Than Three-quarters of a Million People

When you contrast the expansive area of a dozen or more states, and their widely distributed population, with the concentrated market represented by the 25-mile area of which Washington is the center and its three-quarters of a million prosperous people—all reached by one newspaper—The Star—Washington must appeal as a market of splendid possibilities to every worthwhile product.

The problems of distribution and publicity are simplified here—for The Star—Evening and Sunday—maintains direct carrier distribution throughout this entire market.

Our Statistical Department will be glad to detail any specific phase of this market upon request.

The Evening Star.

WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.

Eastern Representative

Dan A. Carroll

110 East 42nd Street
New York, N. Y.

Member of

The Associated Press

Western Representative

J. E. Lutz

1110 Tower Building
Chicago, Ill.

ONE HUNDRED AND TWENTY-FIVE YEARS

c



WHEN Alexander Hamilton founded the NEW YORK EVENING POST in 1801, journalism was in its primitive state. It was not clear to the editors of those times that news should be the first and fundamental policy in their service to the public.

Hamilton, himself, looked upon the Post primarily as an instrument for the dissemination of his ideas upon sound finance and a strong, central government.

Today the situation is reversed. The gathering, presentation, and distribution of news is recognized as the primary duty of a modern newspaper.

Speed and accuracy in getting and printing news, however, are by no means the sole service of modern journalism. Today we find in our newspapers special departments devoted not only to sports, finance, and the arts, but also to real estate, automobiles, radio, and, in the Post, to insurance and advertising.

In these departments, as well as in that of general news, the modern principle of impartial and trustworthy information is the basis. The Post spends thousands upon thousands of dollars annually, for instance, in order to give its readers, immediately after the close of the market, the most accurate stock exchange table in New York. Even in its depart-

RS

AFTER ALEXANDER HAMILTON

3

ments of æsthetic criticism, the gathering of data at first-hand precedes the recording of opinion.

On its editorial page, the Post maintains today the fundamental principles established by Hamilton one hundred and twenty-five years ago. It keeps also a quality of open-minded toleration which has marked its progress down through the years.

By deliberately setting out to be informative and thorough, impartial and truthful rather than sensational, the EVENING POST will never attain, nor does it aspire to, a huge circulation. But among a certain, and no inconsiderable class, marked not alone by means but by intelligence and receptivity to new ideas, the EVENING POST has the satisfaction of being accepted as a trusted adviser and respected friend.

Julian S. Mason
[EDITOR
N. Y. EVENING POST]



TRUE TALK

C—from an article in PRINTERS' INK
 CONSUMER acceptance, or even consumer demand is not sufficient in itself when the dealer is not thoroughly sold on the goods—or when he becomes unsold ***** These incidents indicate that the dealer is becoming more and more conscious of his power. They also indicate that he knows that quality comes before everything else as the cardinal principle in his buying as well as in his selling."

Especially true in the department store field. The merchant is at all times eager to know more about lines that can help his business. If you have such lines, give him the good news. Unless you expect to skip him in your selling effort, don't leave him out when you plan your advertising.

Think of the thousands of communities where the prestige of "the best store in town" can work powerfully in your interest—if you take the trouble to interest that store. We can offer you merely the means of telling your story to many thousands of "best stores"—and will gladly give you logical reasons for doing this first job first.

The **E**conomist Group
 DRY GOODS
 ECONOMIST

DRY GOODS REPORTER — DRYGOODSMAN

**Tell and sell the merchant—and
 he'll tell and sell the millions**

accept a challenge. When it is asked to do something it very generally complies. Nor is it always necessary to introduce a headline. Here is a study of a salesman in an accessory shop holding out to the reader a watch in one hand, a speedometer in the other.

"I want my speedometer," he says, "to be as accurate as my watch," and the eye moves without the least hesitation and with pronounced interest, from the watch across to the speedometer, and back again. Something in the pose of the figure invites this.

An electric refrigeration advertisement has a theory to present to the housewife: Why pay fancy prices for vegetables and fruits for her table? "Shop," suggests the text, "on the cheap side of town. There, vegetables and fruits run much lower. Meat prices are cut in half. You object? Properly so. Prime food is worth all the extra it costs. But what of the food after you buy it? Does its expensive primeness keep prime? It doesn't, if you keep it on a 'back porch,' or in a 'cold cellar,' or in a half-filled, leaky ice refrigerator."

The illustration shows a young woman shopping on Main Street. There is a generous display of fruits and vegetables. The clerk is filling a basket with orders. It is an idea which calls for a great amount of small detail. And, strangely enough, because of the character of the copy, you find yourself investigating every nook and corner of that picture; looking at the things which go into the market basket, and the separate compartments with their edibles.

Over a photographic picture of a container filled with baked beans, this headline is run, boldly: "See if you can find one bean that is crushed or broken?" There are many beans in the illustration, but the eye somehow manages to take the time to examine them all. Has the advertiser made a mistake? By any chance is there one broken or mashed bean in the lot? You have been adroitly coaxed into paying extra attention to that advertising design.

Some advertising illustrations

make no special bid. They are just pictures. Others possess such extra features and such ingenious headlines as will set the eye on a search for something specific.

"What serious mistake is this motorist making?" queries a spark plug advertisement, in its talk on motor responsiveness. The picture is a look-down view of a street. Five cars are parked, their rear wheels to the curb. One car is just coming forward and has made a pronounced turn. A traffic rule is being violated. It is quite natural for the reader to busy himself over the picture problem.

"Find the one person in this group who doesn't care for music. Do you sympathize with him?" is another interesting picture-query. The product advertised is a piano. A young woman is playing. Eagerly five or six young folks lean forward, intent, their faces expressing their admiration.

But in a corner sits one chap, who is frankly bored and shows it. Music means nothing to him.

The reader will allow his eyes to travel over every square inch of this canvas in order to locate the discordant human note. The illustration that invites this extra consideration is certain to be more remunerative.

In a typewriter composition, the machine is shown almost actual size, with a half-written business letter projecting from the roller. No headline words are necessary, however, to cause readers to see what has been written on the white sheet. Human nature attends to the rest. It is safe to state that over 80 per cent of those who see the advertisement will decipher that letter's contents. It is just one of those things which people do.

A photograph is taken of a golfer in the act of making an important stroke. Over this photograph the artist has drawn in simple white lines, the change in position which takes place in arms, shoulders and club, when the club sweeps down. Thus the type of picture is evolved, by a process which is not at all complicated, that can be relied upon to put the eye to work, willingly enough.

—On Breaking into Advertising

Some Sound Advice from One Neophyte to Another

By August L. Delin

Of the F. J. Ross Company, Inc.

THE best preparation for getting into the agency business is to buy a new pair of shoes. Before one has landed a job these shoes will have seen good service. Two or three months of perpetually pounding the pavement is by no means an extreme length of time before the cub finds himself settled.

This business of being a cub is a perennial process. We may as well get accustomed to it. The moment we encounter a new fact or a new experience we are marked as cubs in relation to that occasion. The young man, who, upon leaving college, tries to get into the advertising business finds himself more of a cub than ever before.

There are a number of things every young man must find out. He hears some phrases so frequently that, when repeated, they pass over his head like water over a submerged submarine. This must be learned: "Experience is essential—knowledge alone is not sufficient." Say this phrase over; say it with meaning. Dramatize it. Sleep over it. Digest it. It is the fundamental truth to be acknowledged with awe above all things. "Experience is essential." Believe once and for all that there is no progress without it.

The young man who desires to get into the advertising business ought to be pretty determined about doing so. It's not an easy field to enter. Advertising is a rather specialized affair. Unless you can perform a definite function there is no room for you. If you have had experience in selling you are better off. "Advertising is selling." "You must be able to sell in order to advertise well." The man seeking a job will learn to know such expressions. Every advertising man stresses such points. Having put this main thought across, your adviser settles back for a little chat.

Advertising people are pleasantly loquacious. They are willing to give anyone interested in the business a hearing. Don't let this loquacity and agreeability make you too sanguine. There will be many interviews before you land a job.

The cub on the trail of work makes many mistakes through having false notions. He has heard that the business man is not favorably disposed toward the know-it-all youth with a college degree. What, then, is his psychology? He determines that he shall not be marked as one of these self-sufficient young men. Modesty shall be his policy. He makes his appointments and proceeds along such lines as these. "I'm just out of college, have had no experience and don't know a thing. I believe I would like to get into advertising—I don't know why—possibly I won't like it—but at present it appeals to me most."

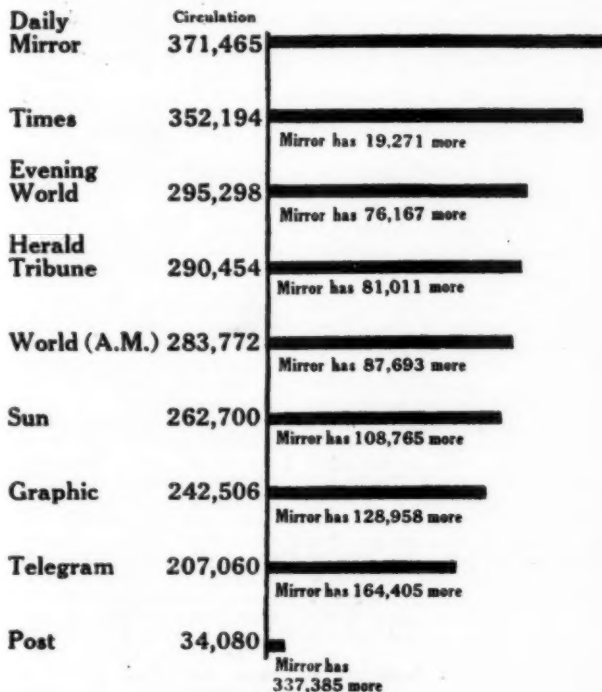
An attitude like this violates advertising's first principle. Selling oneself isn't done in this manner. Who, with the interest of his own agency at heart, will employ a neophyte who has so little enthusiasm? "Go West, young man." Go farther than that—go the limit. If you, yourself, don't believe you're pretty good and that you are bound to make your mark in advertising, then how in the world can anyone else be convinced of your potentiality?

REGISTER EAGERNESS

It isn't necessary to over-emphasize your abilities. As yet you haven't had a chance to prove them, but your eagerness must be spread all over your countenance; it must be in your manner and actions; it must exist throughout your system. Eventually, after much canvassing, you will reach a stage where you can prove to others that your dearest wish and

Only 2 have more

The Daily Mirror leads all the New York newspapers except 2 (the Daily News and the Evening Journal) in week-day circulations—which are shown below as the Mirror has no Sunday edition. Figures from latest publishers' statements to A. B. C. Some of those the Daily Mirror leads, are listed below:



DAILY MIRROR

A picture newspaper for ALL THE FAMILY

2½ years old—circulation average for 6 months through September, 371,465

greatest aim is to be an advertising man. From this point on you will begin to make an impression on others and they will become interested in you.

Finally the great day will arrive. Don't sigh and say, "Thank Heaven for a rest until I start work on Monday." Hang up your hat then and there, for there's no time like the present.

Get into the research department if you can. In the estimation of most advertising men, it is the logical place to begin.

There is a lot of truth in this contention. For instance, forgetting advertising, consider yourself as a budding novelist. Would you sit down to write a story about life in Alaska if you had not been there nor known the people and their environment?

The same general idea applies to advertising. You can't sit down to write copy until you know a great deal about the article you are advertising and the influences that affect it. You should know something about merchandising, selling, distribution, income and population, besides a great many other factors. If you start in on research work, you have an opportunity to find out something about each of these. In my opinion, no man just out of college, however literary he may be, is fitted to be a copy writer until he has spent some time in research. He doesn't know enough.

A reasonable time spent in doing research enables one to place his finger on figures, facts, statistics, statements and references with the least effort and waste of time. It reduces the errors in the trial and error method of discovery.

Advertising is a business. It frequently proceeds under the pressure of terrific speed. Under the stress of such difficulties, it is infinitely valuable to know how to proceed efficiently with the task to be done. Whether it be copy writing, preparation of a campaign policy or the building up of a new sales scheme is not material; it must, however, be accomplished with practiced expediency to be of any worth.

There is another contingency to consider for which experience in research work is greatly beneficial. The man who has spent all of his years at school and college has made few business contacts. Unless he is frightfully precocious he won't feel altogether at ease when meeting business men.

Doing research work necessitates going out and meeting all sorts and manner of people. These contacts come in concentrated doses and finally one commences to possess more confidence. A certain smoothness and poise is acquired. It is never forgotten, and comes in handy at all times and under all circumstances.

There is another angle. When you advertise it isn't only to your own particular circle of friends nor is it confined solely to the bootlegger's relatives—it is to everybody—you have to know a little about all types of people. Research work brings you these contacts, too, and thus provides a better understanding of human nature.

Research is the best antidote for whatever complex one is troubled with. It is like the old-fashioned patent medicine that was supposed to cure everything from dandruff to appendicitis.

If your superiority complex is getting the better of you, a good idea is to try a house-to-house canvass without a permit. You'll get thrown out of a number of homes and may possibly fall into the hands of the police once or twice. Should your pet complex be of the inferiority variety, you'll soon get hardened when you force your reluctant feet to take you from door to door to ask questions.

The further you go into it, the more fascinating the advertising business becomes. But unless you are pretty determined that it is the only business for you, don't try to get into it. Your first enthusiasm (if it isn't genuine) is sure to be lost as the weeks go on. On the other hand, if you want above all else to get in, then stick to it. If you fight it out along these lines it may take all summer, but you'll know it has been worth the battle when fall finally comes around.

In 1927

there will be no change!

Newspaper readers

will continue

to make their OWN

newspaper selections.

In Washington, D. C.

RIGHT NOW

106,649 (A.B.C.) of them

choose every day—

The Times, evening,

The Herald, morning.

And, daily, MORE of them

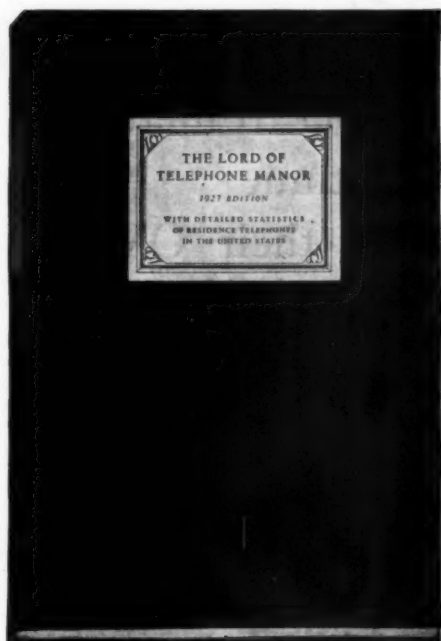
make this selection.

YOUR newspaper

selection will pay

dividends when it matches

the choice of the people.



The first tabulation of the number of homes with telephones. Ask for it on your business letterhead



FOR fixing sales quotas and making advertising plans, the distribution of residence telephones is useful. Not until now, however, has it been possible to obtain telephone statistics for all cities

and towns. After long-continued effort, The Digest has gathered and compiled them and presents them in

The Lord of Telephone Manor

1927 Edition, containing detailed statistics of residence telephones in the U. S. With illustrative charts by Walter D. Teague. Designed and printed by Currier & Harford, Limited.



Those who have genuine need for this book can obtain copies, without charge, by writing for it on their business stationery.



The LITERARY DIGEST

354 FOURTH AVENUE, NEW YORK CITY



CANADA



Setting the pace

Canada leads the world in exports of wheat by 150,000,000 bushels.

Canada leads the world in exports of flour by 650,000 barrels.

Think of the money pouring into the pockets of Canadians — who are ready to spend it on your product, *if* it is brought to their attention.

The people of Canada and those of the United States are alike in tastes, habits and standards of living.

Tell them and sell them.

Consult your agency or any of the following papers.

The Daily Newspapers of Canada

Prairie Market

	Paper
Winnipeg, Man.....	"Free Press"
Winnipeg, Man.....	"Tribune"
Regina, Sask.....	"Leader & Post"
Moose Jaw, Sask.....	"Times-Herald"
Saskatoon, Sask.....	"Star & Phoenix"
Lethbridge, Alta.....	"Herald"
Edmonton, Alta.....	"Journal"
Calgary, Alta.....	"Herald"

Maritime Market

St. John, N. B.....	"Telegraph-Journal & Times-Star"
Halifax, N. S.....	"Herald & Mail"
Halifax, N. S.....	"Chronicle & Echo"
Charlottetown, P. E. I.....	"Guardian"

Pacific Market

	Paper
Vancouver, B. C.....	"Province"
Victoria, B. C.....	"Colonist"

Quebec Market

Montreal, Que.....	"Gazette"
Quebec, Que.....	"Le Soleil"
Quebec, Que.....	"L'Evenement"

Ontario Market

Toronto, Ont.....	"Globe"
Toronto, Ont.....	"Telegram"
Hamilton, Ont.....	"Spectator"
Kitchener, Ont.....	"Record"
Kingston, Ont.....	"Standard"
Peterboro, Ont.....	"Examiner"

(All Members of A. B. C.)

Ontario	Quebec	Prince Edward Island
Manitoba	Nova Scotia	Saskatchewan
Alberta	New Brunswick	British Columbia

Prepared by SMITH, DENNE & MOORE, LIMITED, General Advertising Agents, Toronto, Can.

A Report System That Industrial Salesmen Are Glad to Use

The Two Principal Points Are: Make the System Easy to Operate and Convince the Salesmen That It Is Designed to Help Them

By G. A. Binz

Manager of Sales and Advertising, American Schaeffer & Budenberg Corp.

THE salesman's job is to sell, and he interprets this as the task of hunting out his prospect and inducing him to sign on the dotted line. Who shall blame the salesman if he considers that paper work of any kind has no proper place in the list of his legitimate duties?

To my way of thinking, the sales manager who insists that his men report their calls regularly and exhaustively, must be willing and able to sell them on the idea that such use will be made of these reports as will ultimately benefit the men themselves. If reports are used merely as a means of discovering how the men spend their time, and how closely they follow a plan or route mapped out for them by the home office, we cannot expect them to be very enthusiastic about the job.

It has been well said that the correspondence between the ideal salesman and his equally ideal house should consist entirely of orders from the one, and checks from the other. In the industrial field we have not yet reached that millennium. Our sales are very rarely made at the first call; frequently it takes weeks and months to develop a prospect to the point of placing an order. Since our salesmen must cover very large territories, they cannot always be in "at the kill." All of which necessitates the closest possible contact between the field and the home office.

Apart from frequent trips by the sales manager and his assistants, only daily reports can provide this contact. As already stated, such reports are obtained more easily if the salesman can be convinced that they will be used

to help him in his own work.

All salesmen like definite, live leads. It is natural that they would rather visit the prospect who has given evidence of an active interest in some item in the line. We started out by telling the men that if our direct-mail work were to be of maximum benefit to them in digging up prospects, we would have to build a mailing list far more accurate and dependable than the collection of directories and purchased lists which was then in use. We told them that the best of all lists would be one built entirely from salesmen's reports.

Our line of industrial instruments for the measurement and automatic control of pressures, temperatures and speeds is used by almost every industry in the land. Wherever wheels turn, we have something to sell, but just what, and how much, it is impossible to determine from any of the descriptions given in directories. Effective circularizing, which talks to the prospect in terms of his actual needs, can be built only upon accurate information as to the nature of his business. It was not difficult to demonstrate to our men that they were ideally equipped, by their actual personal contact with the user of our product, to give us this information.

25,000 NAMES FURNISHED BY SALESMEN

That we have been successful with this plan, may be considered demonstrated by the fact that we now operate a mailing list containing more than 25,000 names of users and dealers. All of these were obtained from salesmen's reports which also furnish information as to changes in location,

moves of individuals, business failures, etc. It may be interesting to go into some detail as to the methods we have followed.

The first step was to provide a report form so designed as to secure just the information we needed with the minimum of labor by the men. The one we use measures $8\frac{1}{4}$ by $5\frac{1}{4}$ inches, is padded fifty to the pad and furnished with pencil carbon, so that the salesman can retain a copy. In addition to the usual mailing list information, the report tells us what the prospect can use. It also provides for his definite classification from a price standpoint. In our industry, it is customary to place the equipment manufacturer in a separate class from the distributor. These manufacturers usually use our goods as an integral part of the product marketed by them, and they usually purchase large quantities on a contract basis. On certain lines, their purchases command a lower price than that generally accorded to distributors.

It will be obvious that this classification is also valuable for circularizing purposes, because a totally different mail campaign is called for when approaching the ultimate user, than that which will secure business from a dealer. To the user we talk of the economies to be effected by the application of our instruments to his manufacturing processes. The dealer, on the other hand, is interested in price changes, dealer helps, and information as to what we are doing to increase the demand for the goods he carries on his shelves.

The information contained in the report is transferred upon another card. On one side of this card, the salesman's calls are recorded, and there is also space for a record of circular matter, catalogs, etc., mailed. On the reverse side is a record of business received. These cards are indexed geographically, first by territory, then by States, and lastly by cities, according to firm name.

We make these cards in duplicate, mailing one copy to the branch office or salesman concerned. A similar card system is

built by the salesman from these duplicates. When any change must be made, the salesman attaches the old card to the respective report, and receives a corrected one in return. Some of our men find it advantageous to record information of various kinds on their cards, such as location of plants, methods of getting passes, trolley routes, etc. We leave these things to their individual preference.

The numbered tab at the top of the card designates the type of prospect, classified according to a system of selection we have worked out. Our consumer cards are divided into twenty-four classifications according to industry. The distributor cards which are of a different color, are divided into twelve classes according to the industry they serve, as for example, mill supplies, dairies, canning, heating, and ventilating, etc. We have another color for manufacturers, and these we divide into groups, according to the type of machine they build. Still another color is reserved for consulting engineers and architects, who have an indirect interest in our product. Circulars are directed to them to aid them in writing their specifications. This selective system is carried through to the addressing machine plates we make from our cards, and automatic selectors are used on our addressing machine.

Apart from using our cards as a mailing list, we go over them periodically in order to check the salesman's work, represented by the calls recorded on the front of the cards, with the orders listed on the reverse side. Since we do considerable business by mail, there are just as many cases of orders without calls, as there are of frequent visits without concrete results.

We urge our men to report every call made, especially out of town, so that these records may also serve to indicate how thoroughly the territory is being covered. This can often be done without the necessity of an individual report on the first form I mentioned. We urge our men to use this form only where they de-

"A
Quality
Medium
for
Quality
Products"

The
Christian Science Monitor

AN INTERNATIONAL DAILY NEWSPAPER

Published in Boston and Read Throughout the World

sire to convey essential information needed by us for a complete file record of the case in hand. Where the object is merely to record a call on the card, our men use a condensed report form.

A word might be added on the value of reports for follow-up work from the head office or branch. In our system of filing, we use individual folders, indexed according to the customer's name. These files carry not only letters to and from the customer, but also all inter-departmental communications about the prospect, all reports from the salesman, and instructions to him.

While a quotation is out, and an order is therefore pending, these papers are kept together in the sales department. Follow-ups are written from cards carried in a date file on the sales correspondent's desk. It will be clear that this system enables a correspondent to write intelligent follow-up letters, either to the salesman, or direct to the prospect, because he has the whole story before him. Since he also has a copy of the salesman's trip calendar and current route sheet, his file enables him to send timely reminders to the salesman, as to the cases which should have preferred attention upon arrival at the next stopping point. In order to keep the follow-up file as small as possible, so that the correspondent may keep completely informed as to the business outstanding in his territory, we transfer all papers to the general file as soon as we have received the order, or have become convinced that the prospect is not ready to buy. Since our salesmen receive copies of all letters written to their customers, they are well able to judge the value of this work, and are thus given a direct incentive to keep it going by regular reports.

We encourage them to make these reports as brief and as meaty as possible, and to bear in mind that what we most want to know is how we can help.

Bert Carmichael has started a decorative art and lettering business of his own at New York.

New York Newspaper Associations to Meet at Syracuse

During the week of January 24, conventions will be held at Syracuse, N. Y., by the following associations: The Associated Dailies of New York State, the New York Press Association and the New York State Publishers' Association. A joint dinner of the Associated Dailies and the New York State Publishers' Association will be held on January 26, at which Frank E. Gannett, publisher, and president of the latter organization, will preside. Speakers on the program of the New York Press Association will include F. D. Richards, vice-president of the Campbell-Ewald Company, Detroit advertising agency, who will talk on "The National Advertising Agency and the Country Press," and James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, speaking on "Development of National Advertising in the Weekly Newspaper."

Censor for Constantinople Advertisers

According to orders that have been issued by the Prefect of Constantinople, all public advertisements must be correct as to spelling and grammar. Fines will be imposed upon advertisers who break this rule. The signs of shopkeepers, of traditional length and eloquence, have been ordered abbreviated.

R. V. Titus Joins Garage Association

Robert V. Titus, advertising director of the Brooklyn, N. Y., *Daily Eagle*, has become president of the Certified Garages of America Association, Inc. The home offices of the association have been transferred from Philadelphia to New York.

Silk Account for Olmstead, Perrin and Leffingwell

The Stehli Silk Corporation, New York, dress silks and American prints has appointed Olmstead, Perrin and Leffingwell, Inc., New York advertising agency, to direct its advertising account. Magazines will be used.

R. F. Irvin Joins The F. W. Bond Company

Roy F. Irvin, formerly associate editor of *Sales Management*, Chicago, has joined the staff of The F. W. Bond Company, Chicago advertising agency, as an account executive.

Lion L. Woodward Dead

Lion L. Woodward, president of the Autocar Company, Ardmore, Pa., and of FitzGibbon & Crisp, Inc., Trenton, N. J., commercial automobile bodies, died at that city on January 17. He was forty-eight years old.

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for Men who are interested in their work

THE New York Evening Graphic offers \$5000 in awards to retailers, salesmen, and store managers in the Metropolitan Area for the best answer to this question: *"How best can the New York Evening Graphic cooperate with the retailers in this metropolitan area to help these retailers sell more nationally advertised, nationally distributed products?"*

THIS competition is interesting thousands of dealers in the Graphic, causing them to read the newspaper and to put more effort into the selling of nationally advertised products.

UPON request we shall be glad to send to any reader of Printers' Ink details concerning this contest and a copy of the rules which govern it.

NEW YORK
**EVENING
GRAPHIC**

Member A. B. C.

HARRY A. AHERN, Advertising Mgr., 25 City Hall Place, New York

CHARLES H. SHATTUCK, Western Mgr., 168 N. Michigan Ave., Chicago

Another Year

For the year 1926 TOWN & COUNTRY published 1,008,903 aggregate lines of advertising.

True, these 1926 figures represent the largest advertising volume in the publication's history, but it is not the record of a single year or of selected years that make history or record business goodwill.

Following is a summary of the advertising records of TOWN & COUNTRY for 17 consecutive years, and on the page opposite is the record by years, as taken from the statistical records of *Printers' Ink*.

1910 to 1916 (seven years) yearly average
565,587 lines

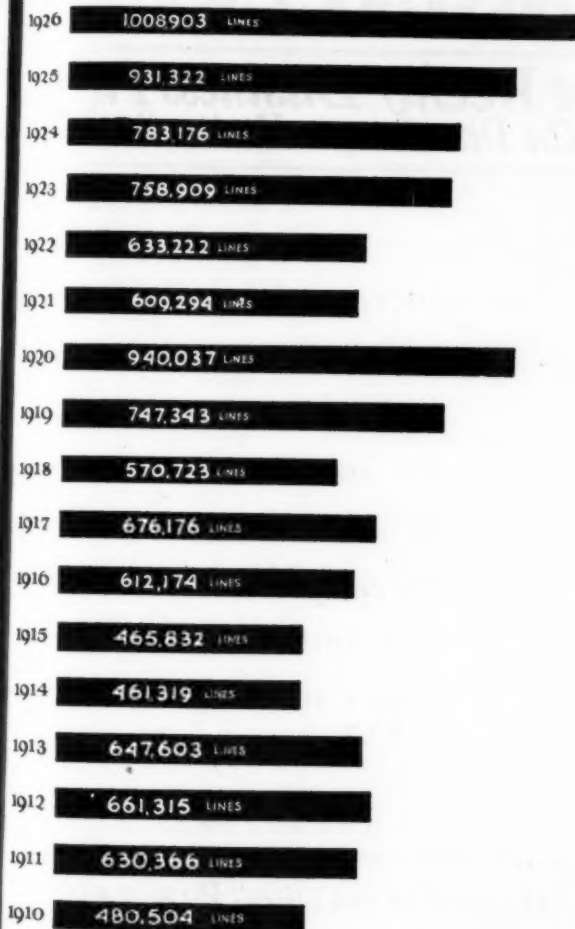
1917 to 1921 (five years) yearly average
708,714 lines

1922 to 1926 (five years) yearly average
823,106 lines

Town & Country

Established 1846

17 Years' Advertising Record



DOMESTIC ENGINEERING

*The Weekly Business Paper
of the Plumbing and Heating Industry*

Increased
circulation
necessitates
an increase
in advertising
rates. Have
you our new
rate card?

Member: A. B. C. and A. B. P., Inc.

DOMESTIC ENGINEERING PUBLICATIONS
1900 PRAIRIE AVENUE

DOMESTIC ENGINEERING
THE PLUMBING AND
HEATING WEEKLY
ESTABLISHED 1889

CHICAGO

DOMESTIC ENGINEERING
CATALOG DIRECTORY
OF PLUMBING AND
HEATING SUPPLIES

This Furniture Store Has Not Held a Sale for 60 Years!

And in the Furniture Industry with Its August and February Sales,
That Is a Truly Remarkable Record

IT has been said with something more substantial than a shadow of fact as its basis that the furniture industry has "saled" itself into a parade of seasonable slumps.

Not long ago, one of the outstanding men in the industry asserted that not a single fortune comparable in size to those frequently amassed in coal, oil, steel or automobiles had ever been made by a furniture manufacturer.

Almost any explanation of either of these conditions that might be put forward would provoke debate and disagreement. Any theory seeking to link them in a cause-and-effect relationship would certainly be disputed energetically. For furniture manufacturers and retailers frequently find it difficult to make their minds meet.

Yet furniture retailers, paradoxically enough it would seem, are practically unanimous in one belief. Tacitly, at least, they agree that the most profitable way to move merchandise is to advertise greatly reduced prices and hold a "sale."

The August and February sales have developed into what is now a deep-rooted habit in the furniture industry. Recently, in *PRINTERS' INK*,* James H. Warburton, sales manager, Marietta Chair Company, reviewed this situation, so there is no need here for summarizing conditions other than to add that each year apparently finds the furniture retailer relying more on price alone and less on informed, creative salesmanship to stimulate buying during his dull months.

Is the periodical sale of furniture necessary? Most retailers believe that it is. Likewise, a good many manufacturers see nothing inherently harmful in an occasional sale. But when frequent sales become a chronic habit and when

retailers rely on cut prices and other distress tactics, the manufacturer may well wonder where it is all going to end. The manufacturer's business and the whole industry inevitably suffer as the retail end of it wears itself deeper and deeper into the sale groove, because in doing so it cannot but work farther and farther away from economic merchandising methods that make for profits and permanent business growth.

About a mile beyond the retail shopping center of Chicago is a retail furniture house, the John M. Smyth Company. This company is about to celebrate its sixtieth anniversary. It has never held a sale. It has never advertised comparative prices. In volume of business, in spite of the most unfavorable of locations, it is one of the largest retail furniture stores, if not the largest, in the country.

Why has this store never gone in for the August, February and other special sales, so rapidly becoming the warp and woof of the furniture business today? If some sort of sale is necessary every few months, as some furniture men contend, how has this company found itself able to keep on growing year after year?

John M. Smyth, who established the company in 1867, began to advertise it many years ago. Advertising was one of his hobbies. He proved that by keeping up his advertising when his competitors dropped theirs, he kept buyers coming to him even when competitors put on the extra pressure of special, low-price selling events. John M. Smyth, Jr., the present head of the company, inherited that same advertising point of view. It is better economy, he says, to advertise good merchandise steadily week in week out in a way that sells the buyer on all its utilities than to resort to dis-

*Issue of December 30, 1926.

tress methods and cut prices, hoping thereby to make dull seasons active. And to this end, he invests approximately \$200,000 or about 4 per cent of sales in newspaper and outdoor space.

"We have never held or advertised a sale," Mr. Smyth told **PRINTERS' INK** recently, "because we have never felt it was necessary to do so. We have never found it necessary to sell the kind of furniture that had nothing except price to commend it to buyers. Consequently, we have advertised the utility, the quality and the character of our merchandise. This advertising has made itself our buffer against the special sale.

"I recall when I first entered the furniture business how it used to hurt to see our competitors crowding their stores with bargain hunters. I thought we were losing business. Then I learned these dealers were selling prices, not merchandise. They were only getting delayed sales that they might have had a month or two earlier, if purchasers had not held off, knowing well that they could buy at a cut-price shortly. When a competitor announces a 25 or 30 per cent February or August reduction I believe it actually helps us now. People figure that if these other stores are offering something especially good, Smyth's must be, too. They come to see what we have, if they are actually prepared to buy. That is what many years of advertising good furniture, instead of prices, have done for us."

What every foreminded manufacturer hopes to see is a market of retail dealers able to distribute merchandise without sudden ups and downs. There will always be relatively dull months, of course, but it isn't necessary that these should be costly slumps. How well the John M. Smyth Company keeps its sales volume coming in without experiencing disturbing bumps and jolts is easily illustrated. In the first and poorest quarter of the year, the company does within 8 per cent as much business as during the second or biggest quarter. As a rule, it spends more for advertising during

the first quarter than the second. January sales, the low point of the year, are less than 6 per cent of the year's total below those in April, the best month. February and August sales invariably show an increase over those of the preceding month, in spite of the fact that other stores are putting on all the advertising and sale pressure at their command at this time.

Many a merchant will concede the value of advertising only to permit his advertising to look after itself or turn it over to a subordinate. When manufacturers and merchants understand how advertising influences the extent and character of a company's development and translates the management's ideas to its market in addition to selling merchandise, more of them will take a deeper interest in it. "If I had an advertising manager," says Mr. Smyth, "I should want him to have enough all-round ability to change places with my merchandise manager and manage the whole store, if that should be necessary. The average advertising manager is frequently blamed for many failures to secure wanted results. At the same time, we find too many businesses in which the advertising manager is never permitted to share in determining sales policies. Your true advertising man knows more than advertising technique today. He can sense merchandising trends in addition to being a craftsman.

"In our company I try to have a finger in all our advertising. I believe in surrounding myself with good counsel and listening to it, but I want to see and personally O. K. all our copy before it is released. I am not an advertising man. I do know the store and what our advertising should aim at accomplishing for it."

For years, the Smyth company has used nothing but painted bulletins and full-page newspaper space. Much of it is devoted to institutional copy. Practically all of it, for the last five years, has stressed the "Truth in Advertising" slogan. One year, the copy motif that ran through all the advertising was the historical periods of furniture design. During another year, the



For the First Time a Quality Audience Reached Every Day

Of course there have been other mediums both monthly and weekly going to class audiences—but here for the first time is a daily intimate contact maintained exclusively with people of influence and high-purchasing power.

Sell Influential America
and you sell All America.

The United States Daily

Established March 4th, 1926

*Presenting the Only Daily Record of the Official Acts of the Legislative,
Executive and Judicial Branches of the Government of the
United States of America*

DAVID LAWRENCE
President

New York Office:
52 Vanderbilt Avenue

Washington

Chicago Office:
London Guarantee Bldg.
Detroit Office:
Dime Savings Bank Bldg.

VICTOR WHITLOCK
Vice-President and
Director of Advertising
San Francisco Office:
Bulletin Bldg.

interiors of famous foreign palaces furnished a central theme. More recently, all the advertising has built itself around the nucleus phrase, "The Home Is the Thing." It has been felt for a long time in some circles that the automobile and the movie were prospering at the expense of industries like furniture and clothing. While others have deplored the situation, Mr. Smyth has been using all the tools of advertising to increase the furniture fraction of the consumer's dollar.

About a year and a half ago, he decided that rotogravure presented an excellent opportunity for introducing an added quality note into his sales promotion work. He contracted to use 50,000 lines in 1926, but during the life of the contract used 90,000 lines. It is important to note that this was used not in place of his regular newspaper schedule, but in addition to it. This rotogravure advertising was tried out primarily for its institutional effect, Mr. Smyth says. He was surprised to learn that it brought thousands of dollars in direct returns.

"I am told frequently that I use too much institutional copy," he remarked. "That may or may not be a valid criticism. My advertising must dramatize what we have to offer purchasers. There are various devices for attaining that result and one of the chief methods is by change of pace. That means selling the friendliness and character of our organization as well as the merchandise we offer. How else can we do that except by institutional copy? Applied strictly to merchandise copy, change of pace means that one week we may feature a dining-room suite for \$90 and follow it up in a few days with a suite that sells for \$1,900. Furnishing homes in accordance with the best standards of taste—that, more than simply making sales, is our aim, an aim that we succeed in achieving only through a variety of colorful appeals."

"What can manufacturers in the furniture industry do to break away from this practice of selling price instead of utility and deco-

rativeness and the habit of so-called sales?"

"If manufacturers could get together around a table and talk over common problems frankly and honestly, we might get somewhere," Mr. Smyth replied. "Of course it would take time. They would have to do more than get together once and then drop their meetings. They would have to do more than talk. I have an abiding faith in the power of advertising, but I believe, too, in the power of time. Time will kill off many of the unscrupulous elements. Don't overlook the fact that a big part of the public likes nothing more than to buy at a sale. People want sales and specials. Today, they must be educated into buying lasting satisfaction of a need as typified by good merchandise instead of price."

In itself, the furniture sale or any other sale can hardly be looked on as a vicious element in business. It is only the too great dependence on sales that is likely to disturb stability. When any considerable number of retailers in a given industry begin to rely on the sale and cut-prices as staple items of their business diet, that industry will begin to mark time. That is just what a good many merchandisers say is the furniture situation today.

W. A. Schmitt Joins Corman Company

W. A. Schmitt, formerly art director and food specialist of the Charles C. Green Advertising Agency Inc., New York, has joined The Corman Company, Inc., advertising agency, New York as director of art and production.

R. B. Mallory Joins Erwin, Wasey & Company

R. Bolton Mallory, until recently with the Bigelow-Hartford Carpet Company, New York, has joined the New York copy staff of Erwin, Wasey & Company, advertising agency.

Death of John W. Yopp

John W. Yopp, owner of the Southern Periodical Publishing Company, Atlanta, Ga., publisher of *Refrigeration*, the *Southern Funeral Director* and other business papers, died at Atlanta on January 9.

"Getting In" and "Getting Read" Are Quite Different Matters

MARKS: Do you take many magazines at your house?

PARKS: Three, at a club rate. We get one that I don't want, one my wife doesn't want and one neither of us wants, all for \$7.50.—*Boston Transcript*.

THE Country Newspaper goes into 9½ million homes; but that fact alone does not make it a great and profitable advertising medium.

Numbers count, of course; but reader interest is the vital factor:

Probably you can name publications that, by high-pressure subscription methods, have amassed great circulation, and send their publications into many thousands of homes where they lie around unopened and unread.

The Country Newspaper welcomes not only the question, "How much have you got?", but that far more important question, "How do you get it?"

The Country Newspaper doesn't go outside its own field—and couldn't if it wanted to.

It goes into every home in its own community; and every home represents a whole family of interested readers.

By its use you can reach, with 100% selling value, the entire rural and small town districts of the United States, or any special zone or section you desire to cover.



AMERICAN PRESS ASSOCIATION

Represents 7,213 Country Newspapers—47½ Million Readers

Covers the COUNTRY Intensively

225 West 39th Street, New York City

122 So. Michigan Avenue
CHICAGO

68 West Adams Avenue
DETROIT

Advertising

SHOULD BE PAID FOR FROM PROFITS

not from Capital

By Wm. H. Rankin Co.

ADVERTISING that is planned rightly and handled properly does not cost the advertiser a cent in the way of permanent investment from his capital.

Our twenty-seven years' experience in national, local and zone advertising has told us a good deal about the profitable use of advertising. It has also shown us why a good many advertisers go about it in an unprofitable way.

We are often asked what per cent of sales should be invested in advertising. Our reply is that we first find out what per cent of the *profits* should be devoted to advertising.

Good advertising must be so planned that its cost can be taken out of the increased profits it helps create. Of course, there are exceptions to this rule, as for example when a company has neglected to keep its good will insured.

Through the neglect of advertising or the decline of good will a company may find itself in a position where an advertising assessment is necessary. But even then the situation is a temporary one.

There are some advertisers who need to spend all their profits for a time in advertising, to overcome market disadvantages or to establish advantages in their fields. Others should spend all the profits traceable to the current year.

The proposition is naturally flexible, but we get as close to a fixed rule as anyone can. For a normal concern, there may be a fixed percentage determined by the ratio of its gross profit per cent to 10%—or, putting it another way, by taking 10% of the mark-up.

If the mark-up is 100%, then 10% of the sales should

go into advertising. If it is 50%, the advertising should be 5%, and so on.

This ratio has been tested by an analysis of the consumer-dollar in several hundred different businesses. Yet it is obviously subject to adjustment because of such factors as: Is it a specialty? Is it a pioneering project? Is it a staple? Many factors enter into the final decision, such as the unit of sale, the record of repeat sales, the method of distribution, etc., but in every event the sales may be made to pay for the advertising.

The determination of the per cent of the profits to be put into advertising is the most important problem for both advertiser and agency. This decision rests on facts, figures and experience.

No advertising campaign in the world can do all the work. In addition to copy, art and mediums, there has to be real co-operation—your sales organization and your trade should co-operate with your advertising with the efficiency of timing-gears.

When this is done you get through your advertising and sales work that greatest asset—actual control of the selling hours of interested clerks and salesmen wherever your product is offered.

We are always glad to discuss these matters with any advertiser who is not satisfied with his present methods, or with any possible advertiser who is seriously considering an aggressive effort.

Our booklets, "The Value of Analysis," and "Radio Advertising Doesn't Pay," appeal to just such a man, and we will send them on request.

WM. H.
RANKIN
COMPANY *Advertising*
Established 1899

Tribune Tower, Chicago, Ill.

342 Madison Avenue, New York City

North American Bldg., Philadelphia

San Francisco Seattle Los Angeles Portland, Oregon Toronto, Canada

Charter Member of the American Association of Advertising Agencies

Member National Outdoor Advertising Bureau



Now here's the Dope

~ Pity the poor Space Buyer

Space Buyers are human—and they are getting sick and tired of so many uninteresting facts . . . cut and dried, and bound 'round and 'round with hunks of red tape.

What they want is a brief, comprehensive summary on the points of merit of the newspaper situation in Portland, Oregon.

Well, here's the dope—unvarnished and easy to digest.

Journal leads in local daily circulation

(66,407)

Journal leads in local display linage

(5,447,316)

(First nine months 1926)

Oregon Journal

Benjamin & Kentnor Company, Special Representatives

900 Mollers Bldg., Chicago 2 West 45th St., New York
401 Van Nuys Bldg., Los Angeles 58 Sutter St., San Francisco
1524 Chestnut St., Philadelphia

How Best to Invest \$5,000 in Training Retail Salespeople

Getting the Most from a Limited Appropriation for Clerk Education

By Ruth Leigh

"IF an advertiser has a fairly limited amount of money to spend for educational work among retail salespeople, what is the most resultful work he can do?"

In answering the question, there logically follows another query: "What do you mean by a 'fairly limited sum?'" In order to be specific, let us find out what \$5,000, judiciously spent, will achieve in actual results.

One of the first principles of training retail salespeople is that the educational work must be regular, if permanent results are desired. There comes to mind four different national advertisers who started out with noble intentions: "We'll prepare a big book, all about our product and how to sell it and send it to every one of our accounts." This they do, and after it has been in circulation some three or four weeks, they wonder why the salesmen aren't mailing in larger orders.

Educational work carried on through the long distance from manufacturer to retailer's store cannot, I contend, be done that way. The elaborate "manual" or "educational booklet" is the middle step in the process. To start this training work with a "manual" or even to consider the manual as an all-embracing form of educational work is to put the cart before the horse.

A manufacturer who would train retail clerks to sell his product intelligently must, above all, be patient. He cannot put out a single manual, a single bulletin, then await results. It's a slow affair, and unless an advertiser starts out not expecting too much, he is likely to be disappointed. I know one advertiser who has been working patiently for four years with retail salespeople on one hard-to-sell product in his line. He is

now beginning to get the sales results he dreamed of when he undertook the work. Not all educational work takes four years to show results, but I cite this to show that soil must be well cultivated.

When an advertiser talks of a "fairly limited sum to spend for educational work," he has at his command such methods as: (1) the sales manual or educational book, (2) bulletins mailed to salespeople at regular intervals, (3) personal sales promotion, lecture or demonstration work. He can use one or all, but on a "fairly limited appropriation," it behooves him to select the one which will show the best results in the quickest time.

The simple, unpretentious bulletin mailed regularly (it's the regularity that does the trick) is unquestionably the most resultful form of education from the manufacturer to the dealer's clerks.

Needless to add, a sales manual combined with regular educational bulletins, and followed up by personal lecture and demonstration work is the ideal educational solution. But for the manufacturer with that "fairly limited sum to spend"—and we can assume it is around \$5,000 a year—can accomplish excellent results with bulletins.

THE GIRLS HAVE KEEN EYES

On one occasion, an advertiser who had been using the bulletin for several years, thought it would be a novelty to change its form. One of the salesmen protested vigorously: "Don't do it. The girls behind the counter know its appearance. When you changed your style of illustration last year, almost every salesgirl I met mentioned it and asked why. If you change the type or the paper, they

notice it. It's the regularity, the uniform appearance and the same tone in the letters that these people behind the counter grow to recognize and expect."

To a manufacturer interested in adopting the bulletin as a means of regular clerk education, here are some practical suggestions: (1) Adopt a definite character, with a name, and have all bulletins ostensibly the voice of one person. This gives the bulletins a more personal tone—it is that something personal coming along distance from an unknown manufacturer that makes its appeal to salespeople. (2) Keep your message short and easily read. Technicalities should be sugar-coated. (3) All educational suggestions should be presented from the clerk's point of view to make the information practical, usable and recognizable in the everyday experiences of the clerk behind the counter. (4) Have your bulletins adequately illustrated. One picture gets your message across with a clerk more quickly than ten lines of type. (5) It is urgently suggested that these bulletins be personalized by having the first page a facsimile typewritten letter. Salespeople like this form of personal message.

Needless to add, the product makes some difference in the degree with which a manufacturer can follow these suggestions. Nevertheless, the writer has seen this form of educational bulletin succeed in selling products from steam-yachts to locks, and although there may be more resultful forms of educational work, this is the best that can be recommended for a limited appropriation of, perhaps, \$5,000. (This sum can be made to cover editorial expense, art work, printing and paper for a list of about two thousand names.)

It is quite obvious that personal educational work—that is, a manufacturer's representative traveling around to retail stores to train retail salespeople—is the ideal form of clerk training, although admittedly, the most ex-

pensive. The Esmond Mills, manufacturers of nationally advertised Esmond Blankets, bear out this statement: "Last year and the previous year, we did some lecture work to retail salespeople which we considered highly successful. This is a very expensive form of advertising, however, and not having a direct check on results, it is hard to say to what extent it is justified."

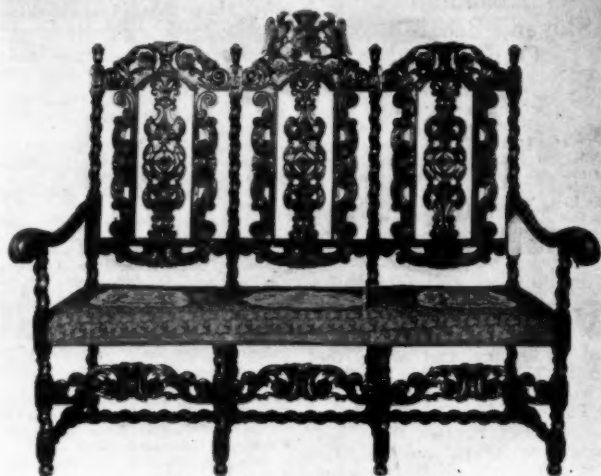
The Armstrong Cork Company, Lancaster, Pa., cites a similar experience. "The type of work which is bringing us the best results among retail salespeople is the personal sales promotion work done in towns of 2,500 population and over. This work includes everything from personal calls at the store and retail lecture clubs to rather elaborate displays at hotels in the towns of any size to which merchants and their sales organizations are invited. These latter displays include motion pictures of the manufacture and installation of the product and we believe in this way we are accomplishing far more toward the better merchandising of linoleum than we could through any printed form. The only disadvantage is that the personalized work is a bit slower, but it is undoubtedly surer."

Yes, the personalized work is slower—aside from being much more expensive, and for the manufacturer with the "fairly limited sum," typified by about \$5,000 a year, it is hardly to be considered.

This brings us back to the second-best—to the traceable results of *continued* bulletins, mailed not spasmodically, but at regular monthly (or weekly, if you wish) intervals to salespeople in their homes or to the stores. The solution is to have these printed bulletins written in as personal, direct, and conversational tone as your personal talk would be delivered.

Advanced by Seattle Agency

William A Prager has been advanced to the vice-presidency of The Daken Advertising Agency, Seattle. Miss Pauline E. Peterson has been appointed secretary-treasurer.



*English 18th Century Walnut Settee
bought at the Dawson Sale at the
American Art Galleries by Callingham-
Lloyd for \$1,300.*

HAVE you ever been to the sale of an important collection? The assemblage may well be called exclusive. Collectors and connoisseurs, wealthy patrons of the arts, agents acting privately for collectors, critics and art dealers—here they are actuated by a common interest; an appreciation and a desire to buy rare and beautiful things.

It is impossible to imagine a more desirable audience for the manufacturer of a very fine product, than this clientele of International Studio.

INTERNATIONAL
STUDIO

119 WEST 40TH STREET, NEW YORK

Abandons Slogan Because of Duplication

DELANE BROWN, INC.
BALTIMORE, MD.

Editor of PRINTERS' INK:

Will you please examine your file of slogans, and advise me if you find the following:

"The Light That Is Kind to Your Eyes."

If this slogan is not registered in your list will you please enter it in our name?

DELANE BROWN, INC.

GEO. DUGDALE,
President.

WHEN this letter was received, PRINTERS' INK replied by saying that while the phrase "The Light That Is Kind to Your Eyes" is not included in the PRINTERS' INK Clearing House of Advertised Phrases, there is a slogan that is very much similar to it. It is the slogan that has been used for many years to advertise the Emeraldite Desk Lamp. The company that features this is H. G. McFaddin & Company, of New York, and its slogan is "Kind to the Eyes."

Mr. Dugdale has just written PRINTERS' INK and in his letter says: "In as much as the Emeraldite Desk Lamp slogan is so very similar to the one we had in mind, I consider it advisable to abandon the slogan we had planned to use."

Here is another instance showing how the slogan list works for the benefit of advertisers who register their phrases. Inquiries come to us each day asking for verification on slogans and quite frequently PRINTERS' INK is able to inform an inquirer that the slogan he contemplates using is already being used, or that there is some other slogan that is similar to it.

There is no charge for registering slogans in the Clearing House, and PRINTERS' INK will be pleased to receive letters from advertisers whose slogans have not already been included. Neither is there a charge for the verification service.

Another 100 slogans that were recently registered are listed following. PRINTERS' INK now has record of 4,813 advertised slogans.

—[Ed. PRINTERS' INK.

All the Old-Time Flavor. (Mince Meat) Atmore & Son, Inc., Philadelphia.
Always Fresh. Jewel Tea Co., Inc., New York.

America's Favorite Camp Stove. American Gas Machine Co., Inc., Albert Lea, Minn.

America's Pioneers in Worm Gears. The Cleveland Worm & Gear Co., Cleveland.

Any Day—Any Hour—Any Where—Any Weather. Grand Central Packard Renting Corp., New York.

Aristocrat of Ice Creams. The Crane's Philadelphia.

Be Refreshed with Budwine. Budwine Co., Athens, Ga.

Best Cooks Use Aluminum. The Aluminum Ware Association, Pittsburgh, Pa.

Bottles of Unequalled Strength. The American Bottle Company, Toledo, Ohio.
Bovril Puts Beef Into You. Bovril, Limited, London, England.

Bristles Are Sealed—the Brush Will Last. The Selastic Co., New York.

Build with Machine-Tool Accuracy. The Black-Clawson Co., Hamilton, Ohio.

Built for Lasting Service. Humphrey Company, Kalamazoo, Mich.

Buy Baby Ruth by the Box. Curtis Candy Co., Chicago.

Car for Every Purse and Purpose. A. General Motors Corp., Detroit, Mich.

Cheapest Health Insurance in the World. The (Cough Drops) Smith Brothers, Poughkeepsie, N. Y.

Children Like It Better Than Milk. (Ghirardelli's Hot Chocolate) Ghirardelli Company, San Francisco, Calif.

Cleans Teeth All Around. The Sealastic Co., Brooklyn, N. Y.

Coffee That Lets You Sleep. The Kaffee Hag Corp., Cleveland.

Color—the Master Salesman. The Franklin Process Company, Providence, R. I.

Combination Pilot Light and Switch. The Sho-Lite, Inc., Boston, Mass.

Complete Gas Service for Every Home. American Gas Machine Co., Inc., Albert Lea, Minn.

Dependable in Service. (Walker Jacks) Walker Manufacturing Co., Racine, Wis.

Every Style Worth While. Louis Meyers & Son, Inc., New York.

Everything in Music. (Radio) Grunewald's New Orleans, La.

Feel It Heal. (Skin Cream) Noxzema Chemical Company, Baltimore, Md.

Finer Roasts with Less Gas. (Coffee Roasters) Jabez Burns & Sons, Inc., New York.

Flawless Barre Granite. The Rock of Ages Corporation, Barre, Vt.

Flexible Where You Want It—Rigid Where You Need It. The Duttonhofer Branch, United States Shoe Company, Cincinnati, Ohio.

For Hair Growth. Saburo Institute Inc., New York.

Glasses That Grace the Face. Schulte, New York.

Good Soap Is Good Business. Procter & Gamble, Cincinnati, Ohio.

Healthful and Good. Kaffee Hag Corp., Cleveland.

Home Beautiful Contains a Grand,

One Page Ad Sells Carload of Maxwell House Coffee

On November 19th, Cheek-Neal Coffee Company used a page ad exclusively in The Tulsa World, featuring a carload of Maxwell House Coffee being unloaded by the Tulsa jobber. On January 7th less than 60 days, another half page ad appeared in The Tulsa World featuring another carload of Maxwell House Coffee unloaded in Tulsa. Three days after the second car was unloaded, the Cheek-Neal representative told The Tulsa World he would need another carload before the 1st of February. That's the story of a National advertiser who uses the Tulsa World exclusively.

The Tulsa World published morning, evening and Sunday is the largest newspaper in Eastern Oklahoma with a circulation of more than 70,000 daily and more than 60,000 Sunday and is the only newspaper that can give a complete coverage in the Magic Empire one of the richest market units in the entire Southwest.

**Nearly Everyone In Eastern
Oklahoma Reads The World**

TULSA  WORLD

Morning • Evening • Sunday



TWIN CITY AUTO SHOW FEBRUARY 7th to 11th Inclusive

SAINT PAUL SUNDAY
PIONEER PRESS
AUTO SHOW NUMBER
SUNDAY, FEBRUARY 6th

THE St Paul Sunday Pioneer Press is the recognized automotive medium of the Northwest. For example, the Automobile Show Number published on February 7, 1926, carried more than 86,000 lines, or 290 columns of automotive and related advertising . . . a very fair comparison with such national leaders as the Chicago Tribune and the New York Times . . . 48 columns more than the next Northwest paper (a Minneapolis paper).

This established a new record for Automobile Show issues in the Northwest. It emphatically establishes the verdict of National advertisers who study newspaper values with scientific accuracy and of local advertisers who know by profitable experience.

O'MARA & ORMSBEE, Inc.
NEW YORK
CHICAGO
DETROIT
SAN FRANCISCO



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The. Brambach Piano Co., New York.

In Keeping with a Fine Old Tradition.
The Coronado Hotel, St. Louis, Mo.

Instantly Known When Blown (Royal
Crystal fuse plug) Royal Electric Co.,
Boston, Mass.

*It Is Better to Have It and Not Need
It Than to Need It and Not Have It.*
Columbia Casualty Co., New York.

It Stays on the Salad. (French Dress-
ing) A. E. Wright Co., Chicago.

It Stops That Howl. (McDonald Radio
Howl Arrestor) Spartan Electric Corp.,
New York.

It's All in the Wheel. (Glass Cutter)
Landon P. Smith, Inc., Irvington, N. J.

*Its Blend Is Our Secret—Its Fra-
grance Your Delight.* (Old Briar Tobac-
co) United Cigar Stores, New York.

It's in Her Home Where He Plans
His. Sonora Phonograph Co., New York.

It's the Little Daily Dose That Does
It. (Kruschen Salts) E. Griffiths
Hughes, Ltd., Manchester, England.

It's the Working Voltage That Counts.
Dubilier Condenser & Radio Corp., New
York.

Jewel of Patent Leather, The. A. C.
Lawrence Leather Co., Boston, Mass.

Kelvination—Cold That Keeps. Kel-
vinator Company, Detroit, Mich.

Kind to Buckle To, The. (Silver
Buckle Coffee & Canned Goods) E. R.
Godfrey & Sons Co., Milwaukee, Wis.

King of the Walk. (Tri-Lok Steel
Flooring) The Tri-Lok Co., Pittsburgh.

Knit Goods Are Only as Good as the
Yarn of Which They Are Made. S. B.
& B. W. Fleisher, Inc., Philadelphia.

Kyroch the Perfect Pavement. Ken-
tucky Rock Asphalt Co., Louisville, Ky.

Land of Perpetual Prosperity. The
Oklahomans, Inc., Oklahoma City, Okla.

Lasting Until Everlasting. Granite
Manufacturers' Assn., Quincy, Mass.

Line That's Fine at Cooking Time.
The. (Cooking Utensils) The Griswold
Mfg. Co., Erie, Pa.

Lowest Cost, Per Yard, Per Hour or
Per Mile. The Cleveland Tractor Co.,
Cleveland.

Made in America for Little Americans.
R. Solomon Knitting Mills, New York.

Made Strongest Where the Strain Is
Greatest. (Gas Mantles) American Gas
Machine Co., Albert Lea, Minn.

Meets Today's Requirements—Sets
Tomorrow's Standard. (Solid Rubber
Truck Tires) Raritan Rubber, Inc., New
Brunswick, N. J.

Metal—The Fifth Medium. Mathews
Industries, Inc., Detroit, Mich.

More Than 125 Stores in the West.
Western Auto Supply Co., Los Angeles.

More Value Than the Price Suggests.
Dodge Brothers, Detroit, Mich.

Most Widely Used Electric Hoist in
America, The. Shepard Electric Crane
& Hoist Co., Montour Falls, N. Y.

National Rub Down, The. (Mifflin
Alcohol) Mifflin Chemical Corp., Phila-
delphia.

Night or Day It Safens the Way.
(Preflex, Auto Mirror) W. E. Phillips
& Co., Ltd., Oshawa, Canada.

99-44/100% Pure—It Floats. (Ivory
Soap) Procter & Gamble Co., Cincin-
nati, Ohio.

Now You'll Like Bran. Postum Cereal
Company, Inc., New York.

Oldest Window Shade House in



INC.

Each one

of the following nation-
ally known products is
the leader in its line:

Camel—in cigarettes

Palmolive—in toilet soaps

Jelke—in oleomargarines

Oh Henry!—in candy bar

Maxwell House—in coffees

Budweiser—in beverages

Del Monte—in canned goods

Calumet—in baking powders

Ward's—in bread and cakes

Ten to fifteen years ago
these brands were not so
very widely known.

Today they have, in our
opinion, reached their
present position of prom-
inence because each prod-
uct in its own line
dominates the outdoor
field, and posting seems
to be the *outstanding fea-
ture* of their campaigns
although in the majority
of cases it is the cheapest.

An old Chinese proverb reads—"One
picture is worth ten thousand words."

GEORGE ENOS THROOP

Incorporated

Outdoor Advertising Chicago

PAUL M. MAZUR'S *new* book — of importance to all men interested in distribution

A basic study of organization that applies to all industry, and written by a banker who believes in the service rendered by distribution.

An illuminating analysis of that agency which distributes to consumers over 35 billion dollars of manufactured goods—and therefore of interest to manufacturers who supply this vast amount of merchandise.

Written by a champion of distribution who believes that merchandising and not Fordizing will be the keynote of industrial stability, and that distribution has contributed much, and has even more still to contribute to American industry.

PRINCIPLES OF ORGANIZATION APPLIED TO MODERN RETAILING

By PAUL M. MAZUR of Lehman Brothers.
Investment Bankers, New York.

The culmination of two years of research and study under the auspices of the National Retail Dry Goods Association. A masterly analysis of the principles of organization, so complete, comprehensive and minutely explained, that they may be applied, not only by retail stores of every size and kind, but by other forms of business as well. A monumental work, of tremendous importance to every retailer and pregnant with ideas of value to manufacturers, bankers, advertising men, accountants and other business men. Price \$5.00.

EXAMINE IT BEFORE YOU BUY

P. I. 120

HARPER & BROTHERS,

49 East 33rd Street, New York.

Gentlemen: Please send me postpaid for free examination on approval one copy of **PRINCIPLES OF ORGANIZATION APPLIED TO MODERN RETAILING** by Paul M. Mazur.

- ☐ I agree to remit \$5.00 within ten days of receipt of book, or to return the book.
☐ I enclose my check for \$5.00.
☐ Please send this book C.O.D.

Name

Address

Business Connection

America, The. The Chas. W. Breneman Company, Cincinnati, Ohio.

Originators of Reinforced Rubber Flooring. Stedman Products Co., South Baintree, Mass.

Out-Door-Over-Head Crane, The. Street Bros. Machine Works, Chattanooga, Tenn.

Pasteurized for Purity. Kraft Cheese Co., Chicago.

Personal Bathroom Scale, The. (Detecto) The Jacobs Brothers Co., Inc., New York.

Plan's the Thing, The. Holden Peters & Clark, Inc., Detroit, Mich.

Popular as Music Itself. (Pianos and Player Pianos) Winter & Company, New York.

Power That Lights and Moves Alabama, The. Alabama Power Company, Birmingham, Ala.

Quarter Turn to Unseal—A Quarter Turn to Seal. American Metal Cap Co., Brooklyn, N. Y.

Radio School of the Bible. The Moody Bible Institute of Chicago, Chicago.

Radio Used by the Broadcasting Stations, The. Day-Fan Electric Co., Dayton, Ohio.

Removes Cause of Tooth Decay. (Dental Cream) Colgate & Company, Jersey City, N. J.

Rich as Butter—Sweet as a Nut. (Franz Butter-Nut Bread) United States Bakery, Portland, Ore.

Richest in Cream. (Nestle's Milk Chocolate Bar) Peter Cailler Kohler Swiss Chocolates Co., Inc., Fulton, N. Y.

Safety and Conservatism—Our Aim and Policy. Federal Bond and Mortgage Company, Detroit, Mich.

Samson of Balers, The. (Schick Balers) Davenport Mfg. Co., Davenport, Iowa.

Saves a Business Day. (The De Luxe Golden State Limited) Southern Pacific & Rock Island Railroads, San Francisco, Calif.

Service Insurance for Your Machinery. Humble Oil & Refining Co., Houston, Tex.

Shade Is Only as Good as Its Roller, A. Stewart Hartshorn Company, New York.

Shoes of Character. The Vollman Lawrence Co., Cincinnati, Ohio.

Smile at Miles. (Balloon Tires) Lee Tire & Rubber Co., Conshohocken, Pa.

Steel Backbone for Concrete, The. (Wire Fabric) American Steel & Wire Co., Chicago.

Swivel Says It's a Simmons, The. (Watch Chains) R. F. Simmons Co., Attleboro, Mass.

That Good Pittsburgh Candy. Reymers & Brothers, Inc., Pittsburgh, Pa.

They're Smackin' Good. (Tater flakes) The Tater-Flakes Co., Chicago.

To Do Good Business and to Do Business Good. The Booknook Shop, Brooklyn, N. Y.

To Sell More Shoes. Buy Moore Shoes. The Moore Shoe Co., St. Louis, Mo.

Variety Box of Exquisite Gift Candies. Norris, Inc., Atlanta, Ga.

West Point of Christian Service, The. The Moody Bible Institute of Chicago, Chicago.

Where Economy Rules. The Great



We are putting all our eggs in this basket . . . so to serve manufacturers in Central New England that these friendly neighbors of ours may ever hold us in highest repute. Our very location makes this vital to our continued prosperity.

THE MANTERNACH COMPANY
Advertising

The Manternach Building · 55 Allyn Street
HARTFORD, CONNECTICUT

"Irish Lace" Must Come from Ireland

So says the Federal Trade Commission to importers.

"Real returns" from advertising must come from newspapers having circulations that reach the homes of the community. This is the reason that national advertisers think well of the Boston Transcript's pulling power. Its family circulation is a good guarantee of its value. Nearly 100 years of service to the family circle.

Boston Evening Transcript

Highest Ratio of Buyers to Readers

National Advertising Representatives

CHAS. H. EDDY CO.

R. J. BIDWELL CO.

Boston New York Chicago San Francisco Los Angeles

Just Published

ADVERTISING RESEARCH

By PERCIVAL WHITE

Marketing Counselor; Author of
"Market Analysis," etc.

IN this book, for the first time, the scientific method is comprehensively applied to advertising. It deals with the vital problem of obtaining the facts about the product to be advertised, the facts about the products' specific consuming public, and the facts about the media through which the product can best be presented to its public. Facts are the backbone of any science, and this book shows how to obtain the raw material from which scientific and successful advertising can be created. The chief aim of the book is towards the elimination of waste and inefficiency.

Brief Contents

Showing sectional divisions
of the 25 chapters

INTRODUCTION

- I An Outline of Scientific Procedure
- II The Product to be Advertised
- III The Audience
- IV The Advertising Campaign
- V Science and the Production of Advertisements

620 Pages
205 Practical Illustrations
Complete Index
Price \$6.00

D. APPLETON AND COMPANY
35 West 32d Street New York

Atlantic & Pacific Tea Co., Jersey City, N. J.

With All the Grace and Beauty of Its Name. (Minute Model Gulbransen Piano) Gulbransen Company, Chicago.

World-Famed Effervescent Salt. J. C. Eno, Ltd., London, England.

World's Fastest Cook Stove. The American Gas Machine Co., Inc., Albert Lea, Minn.

You Know When a Light Is On. You Know When a Light Is Off. Sho-Lite, Inc., Boston, Mass.

Your Complexion's Best Friend. Campana Corporation, Batavia, Ill.

Southern Newspaper Publishers Discuss Advertising

Advertising was the subject of discussion of two speakers at the third annual Newspaper Institute, held recently at the University of North Carolina, under the auspices of the North Carolina Press Association. "The Economics of Advertising" was reviewed by L. D. H. Weld, of The H. K. McCann Company, New York.

The Southern Newspaper Publishers' Association was in charge of a meeting of daily newspaper publishers at which W. S. Dixon, of the Greensboro News, spoke on advertising. Among the speakers at the opening session was Don C. Seitz, associate editor of *The Outlook*, New York, who was introduced by Josephus Daniels, former Secretary of the Navy and publisher of the *Raleigh News and Observer*. A. C. Huneycutt, president of the North Carolina Press Association, presided at the opening session.

Appoints Doremus Agency

The Edison Electric Illuminating Company, Boston, has appointed the Boston office of Doremus & Company, Inc., advertising agency, to direct its advertising account. Newspaper, outdoor, and car-card advertising will be used.

New Account with Weinstock, Landsheft & Buck

Weinstock, Landsheft & Buck, Inc., advertising, Buffalo, N. Y., has been appointed to direct the advertising account of the Spaulding Fibre Company, Inc., Tonawanda, N. Y.

Dent Glove Account to

G. Lynn Sumner Agency

Dent, Allcroft & Company, Inc., New York, manufacturer of Dent's gloves, has appointed the G. Lynn Sumner Company, Inc., New York advertising agency, to direct its advertising account.

Appoints Ford-Parsons Company

The Walla Walla, Wash., *Bulletin* has appointed The Ford-Parsons Company, publishers' representative, as its Western advertising representative.



A cat having a fit in a platter of tomatoes is how Mark Twain wittingly described L'Art Nouveau of the French school. So, too, typography designed to startle or stun may attract attention, but it is the doubtful attraction of undoubted repulsion. We are well persuaded that unless good taste governs advertising composition, it always leaves a bad taste. Here, dignity and propriety and Attic fidelity are as integral a part of typography as type is.

FREDERIC NELSON PHILLIPS, INC.

+ *Typographers Who Prove It With Proofs* +

314 EAST 23d STREET + NEW YORK

You probably eat this product

IT is manufactured in the Middle West. It has been on the market for more than fifty-five years. But until about three years ago it was sold extensively in six states only.

You can now buy the product in the principal trading centers of more than half the states in the Union. It is what the trade calls a "volume item," a "regular repeater."

How was this increased distribution secured? Whence this great volume and rapid turnover? And how has the manufacturer been able to double his sales with a proportionate net profit?

Another advertising story unusual in contrast with the monotony of many food products stories, but not unusual in comparison with the stories of other Procter & Collier clients.

THE PROCTER & COLLIER CO.

For 32 years builders of business for advertising clients

MCMILLAN ST. AT READING ROAD, CINCINNATI

25 EAST 26TH ST., NEW YORK

Member A. B. C., A. A. A. A., and Outdoor Bureau

The "March of Progress" as an Advertising Theme

Contrast of the Old with the New Provides Powerful Picture and Copy Arguments

By A. L. Townsend

EVERY new idea has a struggle for existence. There is nothing more difficult to advertise than an innovation, an improvement over something which our forefathers have handed down to us and around which there are favored traditions.

Contrast is usually effective in such campaigns. It would have been far easier to sell balloon tires if advertisers could have spoken what they really thought of the old style tire. But this could not be done, for quite obvious reasons.

To change motorists from the wire and wood-spoke automobile wheel to an all-steel type offered advertising difficulties. The public was slow to move. Strategy was necessary and there is no more conspicuous example of the "march of progress" school of copy and illustration than the series of pages for the Budd Wheel.

The backbone theme of the advertising has been to point out that times and customs and ideas change. Man is making radical improvements all the while.

A characteristic piece of copy reads: "They are steel, because of all things the wheels of a car ought to be strong. They carry the load and take the bumps. When a wheel is smashed, the accident is likely to be a disaster. So Budd wheels are steel for safety."

"Steel makes possible a wheel of new design—an exclusive convex form that permits the placing of brakes and king pins within the wheel, for better braking and easier steering. Steel makes possible a demountable wheel, in place of the demountable rim."

And so, for over one hundred convincing words, the advertiser points out the advantages of a new idea in automobile wheels.

It is the sort of fight which must be kept up untiringly.

The artist assists in this, along somewhat different lines. It is his duty to make the car owner self-conscious. Are those old style wheels ugly? Are they behind the times?

The phrase has been coined "Goodbye, Buggy Wheels," and good-natured cartoons show the vehicles of the past, ranging from the very first gasoline-driven car to the quite funny later models. There are also large pen studies of the wheels, alone. They certainly look out of date, when compared with the bright, simple Budd variety.

"The Progress of Coachwork," is the headline of an advertisement for Hayes-Hunt automobile bodies and here, also, the evolution of a product is traced with methodical care and illustrated interestingly, from authentic prints. There is one of the earliest sedans, an enclosed chair, carried on poles, deriving its name from Sedan, France, where it was first adopted. Then the artist pictures a Sedan chair mounted on wheels, one of the first adaptations of this popular body type to a more rapid means of personal transportation. We see the now obsolete Landau, and the four-wheel sedan coach, drawn by a pair of prancing horses and the first enclosed Landau. All of these attractive pictures lead up to the modern motor car with its many coach refinements.

The Chevrolet car points out, in an impressive double spread in colors, the progress that is made through improvement, and does it cleverly enough, applying four examples to the car itself.

First comes "Design," and a study of two houses: one of the conglomerate architecture of forty



REVISED EDITION OF "SALES CONTESTS"

It Tells

In most authoritative manner the exact bearing that Sales Contests have on Sales, Salesmen and Wholesalers. It analyzes Contest Plans, indicates their use, abuse, influence and possibilities, and suggests an entirely new development of an old and very much worth-while system of sales stimulation.

This new book—called Sales Contests—epitomizes the experiences of Sales Managers who are pre-eminent in their field. It will prove of invaluable assistance to any executive interested in Sales. It is yours for the asking . . . entirely without obligation.

ADVERTISING AGENCIES

Your clients will appreciate a copy of "Sales Contests." Its contents are of vital interest to you as well.

**United Premium Sales
& Service Co.,**
1501-307 N. Michigan Ave.
Chicago

years ago and the pretty, modish bungalow of the hour. The text very sensibly says: "Modern homes show a vast improvement in design over homes built a generation ago. Improved in appearance, in construction, in arrangement of rooms, in heating equipment, in electric fixtures, in everything that modern design contributes to comfortable living, they are the kind of homes that people prefer today because constant improvement has kept them in step with progress." Then Chevrolet design is discussed and paralleled.

Next comes "Performance" with an illustration of one of the ridiculous little engines of the former regime, and a giant locomotive of the most modern type. "Style" shows the garb of today and the very funny raiment worn by men and women of the past. And finally, "Equipment" is discussed, as the artist portrays the primitive home helps of our grandfather's day and the bright, efficient schemes of 1926.

Another advertiser sums up this rapid march of progress in this interesting manner: "When yesterday's experiment becomes today's routine. When the carriage builder was first asked to make an automobile body, the order and the job were unusual. Today they are routine. The first desk to be made with a disappearing typewriter drawer was unusual, so was the first strap to hold a watch, and the first metal pencil. The first of all the routine things we see were once unique, unprecedented."

PLATE GLASS ADVERTISING REFLECTS THE TREND

The educational campaign conducted in behalf of plate glass belongs in this category. It being admittedly true that most people do not give a second's thought to the glass in their machines, why not make them self-conscious on the subject by a hint of the march of human progress? It is the basic idea, in all illustrations, therefore, to show a comparison. One window in a car will show the scenery distorted, unreal; while the other is normal. Genius



Not more-but better ADVERTISING

THE year 1927 should see, in advertising, forward strides beyond anything of the past decade. The step will naturally be toward better advertising, rather than more advertising, to meet the increasing complexities of business competition.


And in your plans for better advertising, sight should not be lost of Ing-Rich Porcelain Enamel Signs, which are admirably adapted for use of color, are easily placed and are guaranteed for ten years against fading or tarnishing.

*Your product can be advertised
by Porcelain Enameled signs. Let
us design one for you, without ob-
ligation on your part. Our catalog
shows what we've done for others—
It's yours on request.*

Ingram-Richardson Manufacturing Co.
General Offices: Beaver Falls, Pa.

ING-RICH SIGNS

"Fadeless Publicity In Everlasting Porcelain"



1927

Our special way of combining typography and color illustration gives superb results on "antique" paper. *Caledonia 6076*



CURRIER & HARFORD
LTD · 468 FOURTH AVE., N.Y.C.
SELECTIVE ADVERTISING

UNDERWEAR

OSIERY
The
Underwear & Hosiery
Review
93 WORTH ST. NEW YORK

has overcome glass which distorts. The story is pictured and is easily grasped.

In advertising a new idea, that of electrical refrigeration, it has been necessary to resort to radical ideas and comparison. People are so slow to climb aboard the band wagon of modernity. It is therefore boldly intimated that having an ice man plow through the kitchen, soiling things generally as he carries a dripping piece of ice to the old-fashioned chest, is but a memory of the old, old days or should be. One of these advertisers traced refrigeration back to the time when man kept perishables in a spring or a cave.

The history of manufactured products, from their very inception, tracing, pictorially, each successive improvement, new model and innovational idea, makes strong advertising material because the average prospect has not remembered these improvements. He is not conscious of the march of progress. He very likely keeps to old ways and old-style goods because they are fixed habits.

It was discouraging work to persuade farmers to adopt tractors and to abandon mules, horses and plows of a former regime. One manufacturer, at least, says that pictures helped minimize the effort. For several years, he persisted in serial pictures that traced man's tilling of the soil through its successive stages of drudgery. Finally, the farmer was won over. He could see why he was unprogressive if he did not accept the principles of the tractor.

The American Telephone and Telegraph Company finds it important, in its advertising, to remind people of the wonders of the instrument which carries the human voice. This is characteristic:

"One hundred years after the signing of the Declaration of Independence, the infant telephone was first exhibited at the Philadelphia Exposition. Since the dawn of civilization, mankind had sought some means of communicating over distances which unaided human speech could not bridge.

"Drums, signal fires, swift run-

PRINT

in the West!

26,489,386

**Agate Lines of Advertising
for 1926**

**Lead Over
Nearest Los Angeles Paper**

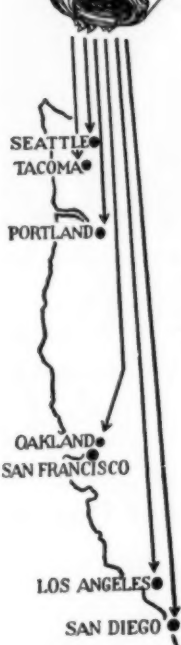
3,853,358
agate lines

*Gain over 1925 more than twice that
of the second Los Angeles newspaper!*

Los Angeles Times

Eastern Representative: Williams, Lawrence & Creamer Co.,
360 N. Michigan Blvd., Chicago—285 Madison Ave., New York

First!



The Seattle Post-Intelligencer made the greatest advertising lineage gain of any newspaper on the entire Pacific Coast in 1926!

Each and *every* month last year *every* department—Local, National and Classified—made a substantial advertising lineage gain over the corresponding month of 1925!

Seattle Post-Intelligencer

Eastern Representative

W. W. CHEW

285 Madison Ave.
New York City

1035 Little Bldg.
Boston

Western Representative

W. H. WILSON
915 Hearst Bldg.
Chicago

Coast Representative

T. C. HOFFMEYER
Monadnock Bldg.
San Francisco

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ners, the pony express and finally the electric telegraph were means to get the message through. It remained for the telephone to convey a speaker's words and tones over thousands of miles. 'My God, it talks!' exclaimed the Emperor of Brazil before a group of scientists at the Philadelphia Exposition, as he heard and understood the voice of Alexander Graham Bell, demonstrating the new invention. Today, after a brief half-century, the telephone lines of the Bell System have become the nerves of the nation."

It doesn't hurt to remind each generation of the marvels of modern invention and the march of progress.

One of the most interesting advertising documents I have ever seen, was a booklet issued by a manufacturer of bathroom fixtures of the ultra-modern type. This manufacturer had not always found it easy to sell modernity to the builder of a home. The same number of old-style bathtubs, on legs, were going into bathrooms, despite arguments against them.

This booklet, with many illustrations, began with the era when, in America, it was actually against the law to own a bathtub. An owner of one could be arrested on the complaint of neighbors, for it was thought that bathing, in this manner, was injurious to health. There were ancient photographs of these old, crude tubs and of arrests being made. Bathtubs were so rare that people walked miles to look at them.

Then came pictures of the various types, and, finally, the bathrooms as they were up to a few years ago. And the final summing-up displayed the modern bathroom with its very modern fixtures. That booklet was brimming with good salesmanship. It made the owner of obsolete equipment feel rather guilty and ashamed.

There is at least one more advantage to this style of copy and pictorial treatment. Almost everybody is interested in history and this plan is distinctly historical in its touch. This advantage is well worth taking into consideration.

Quality and Quantity

- at One small cost
to tell your story in

8 out of 10 of the
English Speaking
Families

in the wealthiest
and most popu-
lous district of
the United States

Circulation

121,415 Copies

Average Daily Net Paid

Second in the Nation

in 1926, in total Volume of

Advertising-

Six Day Newspapers

Newark & Evening News

EUGENE W. FARRELL

Business and Advertising Manager
Home Office, 215-221 Market Street,
Newark, New Jersey

O'MARA & ORMSBEE, Inc.

General Advertising Representatives
New York, Detroit, Chicago,
San Francisco



PEORIA'S

population

makes it a member of the 100,000 group of American cities. "Second in the state" is waiting for your merchandise.

The PEORIA JOURNAL-TRANSCRIPT
Read in
4 out of 5 Homes

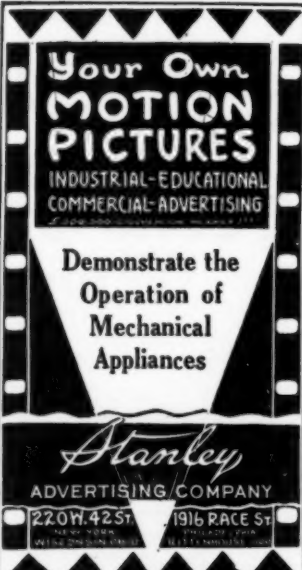
Write for Merchandising Co-operation

CHAS. H. EDDY CO. Nat'l Representatives

247 Park Ave.
New York

Wrigley Bldg.
Chicago

Old South Bldg., Boston



Your Own MOTION PICTURES

INDUSTRIAL-EDUCATIONAL
COMMERCIAL-ADVERTISING

Demonstrate the
Operation of
Mechanical
Appliances

Stanley
ADVERTISING COMPANY

220 W. 42 ST. 1916 RACE ST.
NEW YORK PHILADELPHIA
WILEY BRONX, N.Y. BETHLEHEM, PA.

From a Friend in Honolulu

HAWAII TOURIST BUREAU
HONOLULU

Editor of PRINTERS' INK:

We are prone to take too much for granted nowadays. I suppose thousands of readers follow PRINTERS' INK MONTHLY fairly carefully and get valuable inspiration and information from it, but I imagine the number who tell you about it could be counted on your fingers.

Therefore, I am not going to put off any longer my letter of appreciation. I run through your magazine each month and usually find something that is of particular interest and benefit. Take your November issue for instance. In that particular number I found four articles which provided valuable material for our consideration and also for our files. From all these I got some very worth-while suggestions.

The articles I have particularly in mind are: "Why Continuity in Advertising?" by Dr. B. L. Dunn; "That Single-Column Advertisement," by D. Morris-Jones; "Selling Little Bill to Get at the Old Man," by C. B. Larrabee, and "The Time Table Reaches Its Majority," by J. G. Condon. Every one of these was very closely related to our work and plans.

This is merely a bit of personal appreciation in a day when the rush of affairs makes them all too scarce.

Aloha!

GEORGE ARMITAGE
Executive Secretary

Advertisers for Pulpit

A pastor of a rural church in Connecticut who is seeking a new pastorate has found advertising a successful way to uncover opportunities. The returns from a classified advertisement, he reports, include several which have convinced him that this method of making known his services is commendable.

The text of the advertisement reads as follows:

Attention Churches of Conn.—Pulpit wanted! Experienced minister who greatly increases church congregations, membership and treasury, good mixer and any denomination, seeks regular preaching within easy reach of Hartford. Highest credentials. P. O. Box 6, Hartford, Conn.

New Account for Dallas Agency

The Crook Advertising Agency, Dallas, Tex., has been appointed to direct the advertising account of the Gates Sales Company, Dallas, distributor in the South of Gates cleanser.

John Smith Joins "Liberty"

John Smith, formerly with the Cudahy Packing Company, Chicago, has joined the advertising department of the Chicago office of Liberty.

Do your Signs



pay full dividends?

THIS BOOK Tells How to Get a Full Return

WHAT kinds of signs do you use? Where do you use them? How do you use them? How do you get them distributed? Is your distribution method simple, effective, economical? How often do you have to replace your signs?

These and other questions of importance to every sign user are answered in "SIGNS—How to Use & What Kind to Use." This instructive book, the result of a nation-wide survey, has been called the "Sign User's Bible." It gives you information about signs and how to use them, in a form never before available.

Every manufacturer, distributor and merchant, whether he uses signs or not, should have this invaluable book. Written and compiled by experts, it gives a complete and modern picture of this important branch of advertising. A copy is yours for the asking.

THE BALTIMORE ENAMEL AND NOVELTY COMPANY

Mt. Winans, Baltimore, Md. - 200 Fifth Ave., New York, N.Y.

IMPORTANT!

All advertising space is valuable. None is more valuable than the space your signs occupy on your dealers' premises. None is more difficult to obtain. None so near the point of sale! It pays to supply dealers with the best signs the market affords—the best in wear and tear, in readability, visibility, and attractiveness—in other words, with DuraSheen Life Time Porcelain Enamel Signs.

DuraSheen

Porcelain fused into Steel —

Lifetime Signs

MAIL THIS NOW

Baltimore Enamel & Novelty Co., P. O. Box E 4, Baltimore, Md.

Gentlemen: Please send me your book "Signs—How to Use and What Kind to Use"

Name _____ Business _____

Address _____ City _____ State _____

800 TRAINED carrier boys will deliver your sales literature or samples to 225,000 homes in Cleveland. In the same careful manner; under the same close supervision that has made Shopping News itself so outstanding a success. We won't *insert* your circular into Shopping News, we offer you *independent* distribution.

SHOPPING NEWS

5309 Hamilton Avenue
CLEVELAND, OHIO

WANTED A YOUNG WOMAN WITH BRAINS!

To manage mail order business of high-grade toilet goods manufacturer.

Must have advertising experience—ability to write tactful, telling letters—and to direct details of a growing department.

A rare chance for the right girl to realize on her abilities. She will be in full charge. Her field is nation wide.

Salary and commission.

Address Printers Ink, "Y", Box 234

Three Plans for Increasing the Sales of a Staple

MILES SALT CO., LTD.
NEW ORLEANS, LA.

Editor of PRINTERS' INK:

I am desirous of having you send me some information on the subject of salt. I have the complete version of Lot's wife, but outside of that I am badly in need of enlightenment.

Any files that you may send that might prove beneficial will be greatly appreciated.

MILES SALT CO., LTD.,
S. E. EVANS,
Advertising Manager.

THE wife of Mr. Lot resembles the salt into which she was so suddenly transformed in one important particular. Salt is one of the taken-for-granted products and most wives, including Mrs. Lot, would probably testify that the same thing applies to them. Yet, great things have been accomplished in the advertising of salt and other similar staples. A complete list of articles describing this type of advertising has been sent to Mr. Evans.

Generally speaking, when the advertising of such a product is being considered, three general plans appear to prove most effective. Discovering and then emphasizing a large variety of new uses increases sales and impresses upon the retailer the fact that the staple he may have taken too much for granted has a quick salability which means greater profits to him. Thus, the Morton Salt Company, of Chicago, discovered and advertised the fact that salt had a large variety of uses. It gives tea a mellow taste, neutralizes acids in citrus fruits and, when added to the rinsing water, keeps garments from freezing to the clothes line in cold weather.

Adding a new ingredient to the product has also been a profitable idea in the case of salt. Some years ago, several State boards of health asked the Morton Salt Company and other salt manufacturers to add iodine to salt on the basis that it would help prevent goitre among school children. It was discovered that one part of

Speaking of Records

—can you match this one?

Leading advertisers* have invested more than one quarter of a million dollars in the *first ten issues* of
THE SHRINE MAGAZINE

*INCLUDING

Murad Cigarettes	Waterman's Fountain Pens
Bayer's Aspirin	Mohawk Carpets
Alexander Hamilton Institute	Camel Cigarettes
Herbert Tareyton Cigarettes	Anatomik Shoes
Aladdin Read-Cut Homes	Hupp Motor Cars
Zapon Leather Cloth	Adair Mortgage Bonds
Brunswick-Balke	McAlpin Hotel
Billiard Tables	Weed Chains
Douglas Shoes	Lucky Strike Cigarettes
Forhan's Tooth Paste	Auburn Automobiles
National Union	B. V. D. Underwear
Mortgage Bonds	Royal Typewriters
Remington Typewriters	White Rock Mineral Water
Burrough's Adding Machines	Fidelity Mortgage Bonds
Goodrich Tires	Royal Mail Steam
Chesterfield Cigarettes	Packet Company
Williams Oil-O-Matic Heaters	Doubleday, Page & Co.

The net paid circulation of THE SHRINE MAGAZINE is 607,112 copies monthly. *A distribution statement, by states, will be mailed upon request.* A distribution statement, by cities and towns, is now in course of preparation.

THE SHRINE MAGAZINE

1440 Broadway · New York

Phone: Pennsylvania 7827

CHICAGO

360 No. Michigan Ave.

Phone: State 2784

BOSTON

Little Building

Phone: Hancock 8086

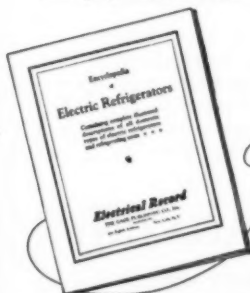
Electrical Record

leads
in
electrical
refrigeration!

Editorially During 1926 ELECTRICAL RECORD actually published a greater number of editorial pages devoted to all phases of electrical refrigeration—buying, selling, servicing and sales financing—than any other business paper.

Advertising January ELECTRICAL RECORD, copy of which is available, carried a greater number of advertisers and a larger volume of advertising of electrical refrigeration than corresponding issues of the business press.

This is pronounced leadership in a balanced service to the reader—buyer,* and the manufacturer-advertiser.



*The buyers who are readers of Electrical Record constitute the leading central stations, electrical jobbers, dealers and dealer-contractors throughout the country—the same buyers to whom are sold all major electrical appliances and all manner of electrical wiring equipment and supplies.

The Gage Encyclopedia of Domestic Electric Refrigerators pictures and describes in comprehensive detail all known makes and models. Up to date as of January 1, 1927. Make sure you get your copy.

Electrical Record

(A Gage Publication)

461 Eighth Avenue, New York, N. Y.

Established 1892

A. B. C.

Member Society for Electrical Development, Inc.

A. B. P.

iodine added to 5,000 parts of salt made a very effective method of giving children the iodine treatment. Most salt manufacturers put out a special iodized salt and it gave them a new talking point and a new sales argument.

Then, emphasizing the difference between the company's product and ordinary products in the same field has proved effective for salt and other staples. The Diamond Crystal Salt Company asked consumers to test its salt. It pointed out that the grain of this salt, when magnified, showed up as a tiny flake rather than as a hail stone and that just as a snow flake melts quicker than a hail stone, this salt would blend with the morning egg more quickly and effectively than other salt. The morning egg-eater was asked to sprinkle one-half of his egg with Diamond Crystal Salt and the other half with any other salt and observe which one melted more quickly and gave the best flavor.

The famous slogan of the Morton Salt Company: "When it rains it pours" is another example of emphasizing one feature of the product.

Sometimes, the point of difference can be emphasized by making the consumer conscious of this difference by technical explanation. The Great Eastern Mills accomplished this on another staple, sugar. When the company brought out in Indiana its Snowflake 6 X Icing Sugar it found itself up against the barriers of retail indifference and consumer ignorance. To the average person, sugar is sugar and how to secure distribution for a product which was technically different was a real problem. The company first used large newspaper space telling why icings, sauces and the like could be made better with this fine sugar. That copy did not get over effectively. It was followed by small copy which visualized the technical difference between 6 X and ordinary sugar. The company asked a chemist to make a microscopic count. A sworn statement from this chemist that such a count showed each grain of Snowflake to be eight times

finer than 4 X Powdered Sugar, twenty-five times finer than standard powdered sugar and 500,000 times finer than granulated sugar, interested and attracted people. A four-month campaign running along these technical lines increased distribution from almost zero to 38 per cent. Four months later, an additional 38 per cent increase had been secured. Six months later, with the same type of copy a 14 per cent additional increase brought the company's distribution up to 90 per cent of the available outlets.

A study of the different advertising successes, where a staple which has been too much taken for granted must be brought out of the rut, indicates that emphasizing points of difference from the ordinary, in an interesting way is an effective method.—[Ed. PRINTERS' INK.]

L. A. Adams Joins Toledo Agency

Lawrence A. Adams, until recently research economist with the Domestic Distribution Department of the United States Chamber of Commerce, has joined the United States Advertising Corporation, Toledo, Ohio. He has been with the national chamber for the last year and a half, and previously was, for four years, with the United States Department of Agriculture.

Buys "American Garage & Auto Dealer"

The Boulden-Whittaker Company, Inc., New York, publishers' representative, has bought the *American Garage & Auto Dealer*, also of New York. The Haldon Publications, Inc., with the following officers, will be formed to direct the publication: President, Hal. T. Boulden; vice-president, Don F. Whittaker, and secretary and advertising director, Dick Jamison.

Gustave Hornung Leaves J. W. Clement Company

Gustave Hornung has resigned as vice-president of the J. W. Clement Company, Buffalo, printing, retaining a part of his interest in the company. He has been in the printing business for forty years.

Joins Seattle "Star"

Earl M. Casey, formerly advertising manager of the Bon Marche, Seattle, is now in charge of the retail advertising department of the Seattle *Star*.

Our reputation is worth more to us than your job.

That is why we insist if employed for the study of your business, a survey of your market, or supervision of sales operations, on doing *your job our way.*

We have lost business on that principle—but only for ourselves, not for our clients.

R. O. EASTMAN

Incorporated

7016 Euclid Avenue, Cleveland
154 Nassau Street, New York

California Distribution

Fifteen years of intimate contact with this intensely rich field reveals unbounded opportunities for the aggressive manufacturer to firmly establish his products in the West.

We invite correspondence with manufacturers direct—or advertising agencies desiring to acquire distribution of their clients' products in California.

FISKE & DESMOND

Chillis Building, Los Angeles

References: Any Southern California Newspaper; Citizens Trust & Sav. Bank, Los Angeles; Bradstreet.

S. H. Kress Writes Off Good-Will

The good-will of S. H. Kress & Company, chain-store operators, has been written down to \$1. For many years it was carried on the balance sheet at \$12,000,000.

For the period from January 1 to December 4, 1926, a net profit, after charges, of \$3,876,541 is reported by the Kress company. For the full year of 1926, sales totaled \$51,869,460, against \$45,963,196 in the previous year, an increase of 12.8 per cent.

Co-operative Marketing School to Be Held

The Georgia co-operative marketing school to be held at Athens, Ga., from January 25 to 28, will be the first in which the Division of Co-operative Marketing of the United States Department of Commerce will take part since the passage of the Co-operative Marketing Act of 1926. The program will cover the problems facing these associations. It is held under the auspices of the Georgia State College of Agriculture.

Canadian Poster Association Concludes Contest

The first prize in the safety first poster design competition conducted by the Poster Advertising Association of Canada, Toronto, has been awarded to R. O. Baker, also of Toronto. The winning design is that of the hand of a skeleton rolling a pair of dice, with the inscription: "Don't gamble with death! think Safety." Members of the association will display the winning poster throughout Canada.

Scripps-Howard Account to Lennen & Mitchell

Allied Newspapers, Inc., advertising representative of the Scripps-Howard Newspapers, has appointed Lennen & Mitchell, Inc., New York advertising agency, to direct its advertising account. Newspapers and magazines will be used. The Scripps-Howard papers are published in twenty-four cities.

J. L. Walsh, Vice-President, McGraw-Hill Company

James L. Walsh has been elected a vice-president of the McGraw-Hill Publishing Company, New York. For the last five years he has been with the Bankers Trust Company of New York, resigning as assistant vice-president.

Zinc Products Account for Behel & Harvey

The Barnes Zinc Products Company, Chicago, manufacturer of zinc, copper, and galvanized steel sheet metal products, has placed its advertising account with Behel & Harvey, Inc., Chicago advertising agency.

ANOTHER LEADERSHIP RECORD FOR 1926

The Syracuse Post-Standard

(Daily and Sunday)

**Carried the Greatest
Volume of New Car
Automobile Advertising**

(Over 574,000 Lines)

**Establishing Leadership of
ALL Syracuse Newspapers
in New Car Automobile
Advertising**

*Syracuse 1927 Auto Show, Week of February 7th,
Post-Standard Show Number, Sunday, February 6th.
Show Number Copy Closing Date February 3rd*

THE SYRACUSE POST-STANDARD

PAUL BLOCK, Inc.

Managers of Foreign Advertising

NEW YORK

CHICAGO

DETROIT

BOSTON

PHILADELPHIA

Wanted—a Copy and Contact Man with Taste

With taste—because he should have an appreciation of smart layout and the right word in the right place. A “4 A” agency—a four hour “run” from New York. And the position is a very, very important one. Samples will be handled with care. Address “Z.,” Box 235, Printers’ Ink.

Further Information about the Ostermoor Decision

*Washington Bureau
of PRINTERS' INK*

[EDITORIAL NOTE: A brief news report on the outcome of the Ostermoor case appeared in the January 13 issue of PRINTERS' INK. What follows is a more studied analysis of this decision and its significance.]

RELYING on the established legal right of a manufacturer to puff his goods, the Circuit Court of Appeals, second circuit, has held that the trade-mark of Ostermoor & Company is not deceptive and does not constitute unfair competition. This is contrary to the allegations of the amended complaint of the Federal Trade Commission issued April 30, 1924, and will undoubtedly terminate the Commission's case against Ostermoor. It is probable that the decision will have considerable influence on the future activities of the Commission in similar cases.

The amended complaint sets forth that the respondents, in the course and conduct of their business, sold felt mattresses to which were attached a brand or label containing depictions, photographs, drawings, pictorial representations or designs of completed and uncompleted Ostermoor mattresses, with superimposed layers of cotton felt protruding therefrom, and that such depictions “were and are false, deceptive and misleading, and are designed to and do deceive and mislead purchasers and prospective purchasers into the belief:

“That said depictions so contained on said brand or label were made from, and are actual truthful representations and portrayals of, an Ostermoor mattress.”

The complaint also alleged that the brand or label was deceptive in misrepresenting the number and size of layers in the mattresses, and the resiliency, elasticity and springy quality of the layers. All of which, the complaint alleged, is to the prejudice of the public, and constitutes unfair methods of competition in commerce within the

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The Poultry Field

Every advertiser considers the horticultural field, represented by the American Fruit Grower. He considers the dairy field, represented by the great dairy papers.

Agriculture is changing, and in the change, poultry and eggs have assumed a new and important position as an agricultural enterprise—comparable to that of horticulture and dairying.

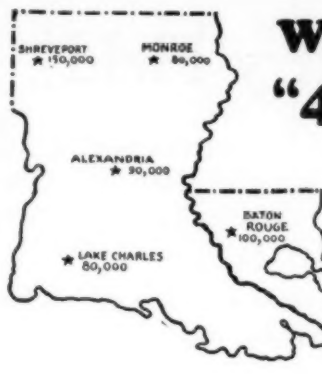
The Year Book of the United States Department of Agriculture, gives the estimated values for some of the leading agricultural crops, as follows:

Poultry products	\$1,047,000,000
All cattle raised	924,000,000
Wheat	726,000,000
All fruits and fruit products	681,000,000
Tobacco	299,000,000

You can reach the cream of the poultry field by using the leaders, with over a quarter million circulation monthly—

Poultry Tribune
Mount Morris, Illinois

American Poultry Journal
Chicago, Illinois



Why Pass Up "4 out of 5"?

Of the 2,000,000 and more people in the State of Louisiana, only about $\frac{1}{5}$ of them live in the "Big Town." The metropolitan dailies give excellent coverage for these—but they barely scratch the surface of the other four-fifths.

—Shreveport

a city of 75,000 people; the hub of a great oil-producing area; a great lumber center; the cotton-selling center of north Louisiana; a growing manufacturing center, served by 13 railroads; and has bank deposits of \$54,000,000.

—Monroe

a rapidly-growing city of 25,000 people; right on the edge of the world's greatest known natural gas field; with its great paper mills, sawmills and its carbon black industry; and a prosperous surrounding agricultural territory; served by excellent water and rail transportation.

—Alexandria

with a population of 30,000; the hub city of the State; with its 6 trunk-line railroads and its new \$1,000,000 railroad yards is in the center of a populous and prosperous diversified farming region—

and lumbering and manufacturing create goodly payrolls. \$15,000,000 worth of goods, a year, are made in Alexandria.

—Baton Rouge

the Capital of the State; a thriving city of 50,000 people; right in the heart of a diversified agricultural section; home of the world's greatest oil refinery—the plant of the Standard Oil Company of Louisiana; home of the great State University; one of the big ports of the Nation; and the fifth city in freight handling on the whole Illinois Central Railroad System.

—Lake Charles

queen city of the rice belt; now the Nation's newest Port and gateway to the sea from the Middle West; its trade area dotted with oil and gas fields; shipping hundreds of tons of sulphur; millions of feet of Longleaf Yellow Pine; and trainloads of fancy garden truck.

Are not these markets worthy of intense cultivation? The way to reach them is through the home town dailies. No advertising campaign is complete in Louisiana unless it includes:—

Alexandria
Daily Town Talk

BATON ROUGE
STATE-TIMES and MORNING ADVOCATE

LAKE CHARLES
AMERICAN-PRESS

The Monroe
News Star

Shreveport
Journal

Write one or all for information on

L O U I S I A N A

intent and meaning of section five of the Federal Trade Commission Act.

In reviewing the evidence, the Circuit Court of Appeals comments on the fact that the Commission found that when an Ostermoor mattress was opened at one end, in the manner illustrated by the trade-mark, the expansion was from three to six inches, instead of about thirty-five inches as the illustration indicates. The decision of the court also comments on the fact that Ostermoor has spent more than \$4,000,000 in advertising. It then reviews the various paragraphs of the Commission's complaint, quoting liberally from the allegations, and then continues:

"As pointed out by the dissenting Commissioner, Mr. Humphrey, even the slightest exaggeration well within the limits of legitimate trade puffing, would fall under the Commission's condemnation. But the statutory power to prohibit unfair methods of competition cannot be stretched to this extent; the slightest pictorial exaggeration of the qualities of an article cannot be deemed to be either a misrepresentation or an unfair method of competition.

"The time honored custom of at least merely slightly puffing, unlike the clear misrepresentation of the character of goods as in the Winstead Hosiery Company case, . . . has not come under a legal ban. . . . Even if the petitioner were properly found to have committed a wrong the order here issued must be deemed erroneous in that it attempted to prohibit not merely the wrong doing but likewise proper trade practices."

However, the decision adds, the court could not concur in the interpretation of the pictorial representation upon which the order was based, and found that the pictures, which the Commission found deceptive and gross exaggerations, clearly assume to show the final stages in the construction of the mattress. In other words, the illustration showed the thickness and resiliency before compression and not afterwards; a mattress in process of manufacture, and not one com-

WANTED: a patented specialty to manufacture

One of our clients is looking for some patented device to manufacture and promote.

This concern is a splendidly established New England manufacturer, occupying a position of leadership in two industries.

Selling, manufacturing and financial resources are excellent.

The article or idea desired, should have the following characteristics:

1. It should be suitable for precision screw-machine and punch-press manufacture.
2. It should offer the opportunity for some style or novelty appeal.
3. The field is not limited, but preferably the device should be a household article of wide popular sales possibilities.
4. The idea should represent—either a good-sized unit sale, or a small initial sale with steady repeat business, or the basis for a complete line.

Initial discussions will be conducted through this organization. Please outline the basic facts concerning your device, patent, or idea by letter only.



BUTLER & O'BRIEN
Inc. • Advertising

25 WEST 43RD STREET, NEW YORK

Available February 1st

A Man Who Can Make Salesmen Sell!

This man is more than a "manager" of sales . . . he leads his men. He stimulates, harmonizes, organizes . . . but makes 'em like it. He drives, but not with a blacksnake. He is diplomatic and resourceful.

Through association with several leading manufacturers, this man is widely, deeply, experienced in marketing food products and specialties moving through grocery, drug and candy stores. He is 41, enthusiastic, energetic, pleasant of personality.

I have worked with him several years; investigated him before that, and can vouch for his being an unusual type of sales organizer. Will be glad to supply more detailed record, or to arrange for meeting with any responsible manufacturer.

Address "A," Box 236, care of
Printers' Ink.

Available February 1st

As Advertising Manager or Accountant
Executive

A man experienced in
getting the most out
of appropriations
running from \$75,000
\$250,000.

College graduate,
thirty, unmarried. . .

Address, "X"
Box 233, Printers' Ink

pleted and then ripped open after some unknown use.

"And there is no testimony that such a representation is a misrepresentation of the unfinished article or of the materials or of the process of utilizing them in the manufacture of the mattress. Concededly it is an exaggeration of the actual condition; indeed, petitioner asserts that it is not and was not intended to be descriptive but fanciful and, as such, the subject matter of valid trade-marks."

The decision notes only one possible support in the record of the case, as submitted by the Commission, for the interpretation of the picture as a finished and then partially reopened mattress, as was charged in the complaint and enjoined by the order. This was the evidence establishing the fact that in a cushion catalog, published in 1913, and in a mattress catalog, last printed in 1916, and abandoned since 1921, three years before the complaint was filed, the caption accompanying one of the pictures reads: "Showing the built up Ostermoor sheets appearing from out a completely finished cushion, ripped open for inspection. Note resiliency of filling." And it was also noted that no such legend accompanied any of the mattress pictures in any catalog of the company since 1921.

In regard to the final allegations of the Commission, the court found that the sole inquiry was that of unfair competition against the public interest. The decision states that it is unnecessary to determine whether the proceeding is in the public interest, in the light of the fact that the petitioner does less than 1 per cent of the mattress and cushion business of the country, that hundreds of competitors use similar advertising pictures, that the petitioner has established a high reputation and has always fulfilled its guarantee to make good any complaints. The determination of validity or invalidity of the picture as a trade-mark, because fanciful or merely descriptive, the court found to be not within the jurisdiction of the Commission, and continued:

Epoch-making Developments

/ / /

THERE are today in embryo, or barely hatched, inventions and trends of commerce, science, industry, which will affect profoundly the coming decade.

Of such epoch-making developments in the recent past are *radios, aeroplanes, phonographs, photography, automobiles, the incandescent bulb*. All of these, and many others, were *first* described in *Scientific American*.

The epoch-making developments of *today and tomorrow* are monthly being discussed upon the editorial pages of this *authentic* scientific magazine. Wide awake officials, business executives and forward-looking men—who know that success demands they stay abreast with scientific progress—depend upon *Scientific American* to keep them well-informed.*

SCIENTIFIC AMERICAN

SCIENTIFIC AMERICAN BUILDING

24-26 West 40th St., New York City

**The advertising columns of this magazine are the quickest route to the attention of such progressively-minded men.*

ANY advertising agency whose gross billings are over \$3,000,000 will be interested in this man whose greatest asset is his demonstrated ability to increase agency profits.

At present time general manager of a prominent 4A Agency.

Address "U," Box 230, care of Printers' Ink.

PRINTING SALESMAN

If you are thoroughly alive to an unusual opportunity and can sell a substantial volume of high-class Black and White printing—broadsides, folders, booklets, inserts, and dealer helps generally—we have an opening for you.

Address, "B" Box 237, Printers' Ink.

"In our judgment, this pictorial representation of the process of manufacturing Ostermoor mattresses and of the materials used therein, even though exaggerated as to their characteristics, cannot deceive the average purchaser, and the record is practically bare of any evidence of actual reliance upon the puffing exaggeration of qualities. There is no basis for the finding that 'substantial number of purchasers have been misled and deceived by the grossly exaggerated pictorial representation.'" Then, in conclusion, the decision states that, finding no evidence of unfair competition, the order of the Commission is nullified.

Newspaper Campaign for Cheese and Sandwich Spread

The Hasselbeck Cheese Company, Buffalo, N. Y., has appointed the E. P. Remington Advertising Agency, Inc., also of Buffalo, to direct a newspaper advertising campaign, featuring Buffalo Brand Limburger and a Swiss sandwich spread.

Food Packer Appoints S. A. Conover Company

The Milliken, Tomlinson Company, Portland, Me., packer of Superba canned goods, teas, and coffee, has appointed the S. A. Conover Company, Inc., Boston advertising agency, to direct its advertising account. Newspapers will be used.

Donald Gordon-Wylie Joins Chambers Agency

Donald Gordon-Wylie, formerly with the J. H. Cross Company, Inc., and N. W. Ayer & Son, both of Philadelphia, has joined The Chambers Agency, Inc., New Orleans, La. He was at one time with the Calvin Stanford Advertising Agency, Atlanta.

New Advertising Business at Ventura

A new advertising business has been started at Ventura, Calif., known as the Smith Advertising Service, by Edwin A. Smith and Jack Rowe. Both were formerly with the *Ventura County Star-Post*.

New Account to Powers- House Agency

The S. Le Mur Company, Cleveland manufacturer of permanent waving machines, has placed its advertising account with The Powers-House Company, Cleveland advertising agency.

STYLES CHANGE SO DO NEWSPAPER CIRCULATIONS

The Daily Average Net Paid

of

The Paterson Press-Guardian

has risen consistently for years so that it now has

Over 19,000 Per Day

(The greatest ever attained by any Paterson newspaper—the largest city, largest suburban and largest total circulation!)

Advertising in The Press-Guardian brings results. That's one of the reasons why it carried 1,113,426 lines of National the first 11 months of 1926, or more than any other local paper.

Are you keeping abreast with the latest developments in the Paterson newspaper situation? You owe it to your clients!

Investigate for Yourself Today

National Representatives

G. LOGAN PAYNE COMPANY—New York, Boston, Atlanta, Chicago, St. Louis

Member of The 100,000 Group of American Cities, Inc.

LETTERHEADS OF DISTINCTION

LITHOGRAPHED LETTERHEADS

IN 50,000 LOTS COMPLETE

\$1.25

PER THOUSAND

On our 20 lb. white Paramount Bond.
A Beautiful, Strong, Snappy Sheet.

\$2.75

PER THOUSAND

On 20 lb. white Better Quality Bond.
A superior sheet with a high rag content

QUANTITY	PARAMOUNT BOND	BETTER QUALITY BOND
50,000 or over	\$1.25 per M.	\$2.75 per M.
25,000	1.50	3.00
12,500	1.75	3.50
6,250 the minimum	2.25	4.00

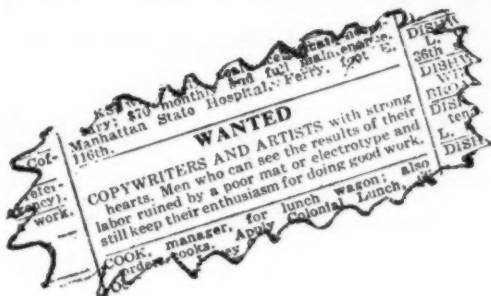
Invoices, Note Heads, Order Blanks, Envelopes, etc., correspondingly low.
Engravings made at cost. Booklet of Papers and Engravings on Request.

GEO. MORRISON COMPANY 560 WEST 22nd STREET
NEW YORK CITY

Telephones Chelsea 1447-1448-1449

FOUNDED 1897

INCORPORATED 1900



YOU never read an agency ad like the above, neither did we. But, isn't it common sense where no thought is given to who makes the mats or the electrotypes?

* * *

Improve the appearance of your advertising by using our services.

"It does make a difference"

O'FLAHERTY

Electros • Mats • Stereos

313-321 W. 37th St., New York

Telephone Lackawanna 8900

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Growth of Advertising in the Plumbing Fixture Field

THE LEE E. DONNELLEY CO.
CLEVELAND, OHIO

Editor of PRINTERS' INK:

Have you any data, or could you refer us to any source from which we could get an idea of how Kohler of Kohler, Crane and Standard Sanitary started in advertising their sanitary ware? We are particularly interested in whether or not they started with large appropriations and how sales increased as the appropriations were enlarged.

This information need not cover a period of longer than ten to fifteen years.

THE LEE E. DONNELLEY COMPANY,
LEE E. DONNELLEY,
President.

THE remarkable growth of plumbing fixture advertising during the last few years is a never-failing source of wonder to those who have a casual or direct interest in the building material field. Could anything be more surprising than the transformation which plumbing fixtures have undergone since the "elegant eighties" and the "nifty nineties"? Nothing probably, unless it might be the change in public attitude toward them.

It seems hardly believable that plumbing fixtures were once among the unmentionables of polite conversation. Yet they were. Today, the bathroom and the kitchen are referred to in real estate and apartment house advertising as though they are of first importance, as indeed they are, and people seem to delight in conversational references to bath and bathrooms as a practice and possession of personal distinction.

It has often been remarked that an industry makes its greatest progress when it gets hold of an idea that appeals to the imagination of the public. The modern bathroom makes that appeal, and the manufacturers of plumbing fixtures have not been slow to seize upon it in their advertising campaigns to the benefit of the public as well as themselves.

As to how sales of plumbing fixtures have increased as appropriations were enlarged, no figures are obtainable. A tabulation compiled by the Crowell Publishing Company, covering about thirty periodicals monthly and weekly, in the general field, giving advertising expenditures of the five largest manufacturers of plumbing fixtures from 1915 to 1925, are printed below. The figures for 1926 are not yet compiled.

These advertisers were probably also large users of other forms of advertising—newspaper, farm-paper, business-paper, car-card, outdoor, etc.

Probably the oldest of these five companies is the J. L. Mott Company, Trenton, N. J. It was founded at Mott Haven, New York, in 1828, ninety-nine years ago. On November 15, 1881, there appeared the first business-paper advertisement of the company containing an illustration of a complete bathroom. All the fixtures were encased in wood. The bathtub had a built-in framework of wood and was lined with zinc or copper. The washstand and water-closet were likewise encased in wood. The water tank of the closet was near the ceiling and a top and splash piece of marble made the washstand a thing of beauty. The Mott company has never been a

	Crane Co.	Kohler Co.	J. L. Mott Co.	Mueller Company	Standard Sanitary Mfg. Co.
1915	\$25,746	\$12,036	...	\$17,064
1916	39,623	11,613	...	31,026
1917	\$1,102	24,350	12,496	...	34,425
1918	22,849	10,102	\$20,566	44,108
1919	8,661	71,705	5,578	25,992	73,345
1920	61,425	87,505	10,797	34,980	99,695
1921	78,676	...	17,729	9,400	157,957
1922	77,400	42,000	15,704	28,000	123,625
1923	92,140	83,800	8,524	21,000	183,500
1924	279,750	91,800	...	58,750	225,950
1925	436,245	251,240	...	121,500	237,200

A MESSAGE

from
A Field Salesman
To
MANUFACTURERS

We both know that the Salesman is **THE** link between the manufacturer and the dealer.

Would the service of a man (Christian) with 15 years selling and promoting experience, be of benefit to you? Competent to direct as well as train Salesmen in the field. Understands merchandising and service so thoroughly that he cannot only help jobbers and retail merchants, but also inspire Salesmen to co-operate. Now employed—but would gladly discuss with executives confidentially. Would travel.

Address "D," Box 239, care P. I.

Wanted— two men to sell this product

An unusual sales opportunity is open in New York to two men—men who can interview on an equal footing Presidents, Vice Presidents and Advertising Managers of the largest corporations. They should be over thirty, of proven sales ability, and with some advertising background.

For two such men there is an opening to sell a *new kind of direct-mail advertising* that may well revolutionize all present-day direct-mail methods.

The company is ably managed and soundly financed. If you are one of the men we are looking for—capable of earning \$10,000 a year or more—write fully. All information will be strictly confidential. Address "W," Box 232.

very heavy advertiser in general publications as compared with the other four manufacturers and is now in the hands of a receiver.

Theodore Ahrens, president of the Standard Sanitary Manufacturing Company, Pittsburgh, told **PRINTERS' INK** that his company has been a national advertiser since the day of the consolidation in 1900. Of the companies joining the consolidation, the Standard Mfg. Company had been a national advertiser continuously since 1887. Said Mr. Ahrens:

"I remember when the consolidation was being discussed, those of us who were interested made an effort to estimate how much business would be done during the following year by all companies then in the field—our company and all competitors. We thought \$20,000,000. Our own sales for the first year were in the neighborhood of \$4,000,000. From that figure they have grown until they reached \$79,000,000 for 1925."

The important thing to remember when considering the growth and development of plumbing fixture advertising is that some of this advertising has been at work for a long while and the industry has grown from small beginnings. The general public knows actually very little as yet about anything but "fixtures." It has been taught an appreciation of a beautiful bathroom, a beautiful kitchen and a beautiful laundry. The pipe and connections, the skill of the "sanitary engineer" who installs the beautiful fixtures and is responsible for their proper operation, are on the reverse side of the picture. They do not appear in the advertising to the consumer. The fixture is the "show piece," or to put it another way, is the leader, which carries the advertising burden and sells the entire family of products.—[Ed. **PRINTERS' INK**.]

J. R. Reese with Kansas City Agency

James R. Reese, formerly advertising manager of the American Asphalt Roof Corporation, Kansas City, Mo., has joined the Loomis-Potts Company, advertising agency of that city, as an account executive.

Sacramento Union

ONLY MORNING PAPER IN SACRAMENTO, CALIF.
MEMBER A. B. C. AND ASSOCIATED PRESS

Announces

The appointment of the

WM. J. MORTON COMPANY

Allen H. Seed, Jr., Vice-President and General Manager

In charge of its

NATIONAL ADVERTISING

from

January 1, 1927

with offices at 200 Fifth Avenue, New York
and Wrigley Annex, Chicago

C. H. Brockhagen
Managing Director

William Wallace Chapin
Publisher

Sales or Management Executive Available

A MAN WHOSE ABILITY TO DO AN OUTSTANDING
JOB FOR YOU IS SHOWN BY HIS SUCCESSFUL WORK
FOR SUCH COMPANIES AS FLEISCHMANN, FAIRBANKS
MORSE COMPANY AND DELCO LIGHT.

EXPERIENCE EMBRACES SALES AND SALES ORGANIZ-
ING, ADVERTISING IN ITS VARIOUS PHASES AND
GENERAL BUSINESS MANAGEMENT, IN BOTH THE
SPECIALTY AND MERCHANDISE FIELDS.

DESIRES INTERVIEW WITH FINANCIALLY RESPONSIBLE
CONCERN LOOKING TO PERMANENT CONNECTION.

AGE 38, MARRIED, CHRISTIAN. REPLIES IN CONFI-
DENCE.

Address "J," Box 93, care Printers' Ink

Seasoned Executive Available

A general sales executive—a real leader of men—who has to his credit an outstanding record of accomplishment—the reorganization and rebuilding, on a very profitable basis, of the sales of a large, nationally-known manufacturing corporation—is open for another “job.”

To this wide experience in recruiting, training and managing sales executives and specialty salesmen, he has added several years of aggressive merchandising.

He has made but one change since he became a salesman, and that was made entirely on his own initiative.

By reason of his knowledge and experience he is peculiarly well equipped to do another “job” in the following fields—office appliances, household refrigeration, radio, oil burners and household appliances.

He is forty-four, a university man, married, and possesses a broad knowledge of organization, management, sales and advertising.

He is not concerned as to the title or size of the company, so long as the “job” affords the desired possibilities.

Principals may address in full confidence “V,” Box 231, PRINTERS' INK.

Sales Manager Wanted

A well-established automotive manufacturing firm wants a sales manager, thoroughly familiar with the automotive trade. Must be capable of organizing and training a sales force to handle a new specialty for which there is an immediate demand in large quantities.

A great opportunity for the right man.

In replying, state age, experience and salary expected, and furnish references with application, if possible.

Address “E,” Box 90, Printers' Ink.

A Gleam into the Home As a Copy Laboratory

RONALDS ADVERTISING AGENCY LIMITED
MONTREAL, JAN. 14, 1927.

Editor of PRINTERS' INK:

Amos Bradbury, in his “The Home as a Copy Laboratory,” in your January 6 issue, has performed a very real service to those close to the work of publicity.

This article is of the nature of a gleam that reveals depths and impulses which are of extraordinary value to the advertiser. It is obviously impossible to encompass in the reactions of one person, the effect of advertising, on say, 1,000 persons, but Mr. Bradbury has given his test a breadth and meaning which is extremely useful. Mr. Bradbury's is, to my mind, the finest contribution on the subject of the woman's point of view, that I have seen in late years.

RONALDS ADVERTISING AGENCY LIMITED
W. P. TUTTLE,
President.

Death of Robert F. Wolfe

Robert F. Wolfe, publisher of the Columbus, Ohio, *Dispatch* and the Columbus *Ohio State Journal*, died at that city on January 13. He was sixty-six years old. For many years Mr. Wolfe had been prominent not only in newspaper publishing but also in Ohio political and banking circles.

He was one of the founders of the H. C. Godman Shoe Company, and later, with his brother Harry, organized the Wear-U-Well Company, now operating about 3,000 retail shoe stores throughout the Central West. In 1903, Mr. Wolfe and his brother acquired the *Ohio State Journal* and two years later the *Dispatch*.

W. H. Kelly with Oklahoma City Agency

W. Homer Kelly, for the last three years assistant advertising manager of the Marland Refining Company and previous to that with the Southwestern Advertising Company, Dallas, Texas, is now vice-president of K. C. Shelburne, Inc., Oklahoma City, Okla., advertising.

New Account for United Advertising Agency

The Standard Materials Company, Inc., Bloomfield, N. J., Stanway Ready-Cut buildings and Standard garages, has placed its advertising account with the United Advertising Agency, Inc., New York.

Appoints Devine-MacQuoid

The McKeesport, Pa., *Journal* has appointed the Devine-MacQuoid Company, Inc., publishers' representative, as its national advertising representative.



Shoes - Black or Tan ?

Some men buy tan shoes; others choose black. It is all a matter of preference.

By making shoes in both tan and black shades, the manufacturer reaches and satisfies a greater number.

You will find the same decided difference in taste and preference in the reading habits of industrial executives. Some prefer **INDUSTRIAL MANAGEMENT** and others read **INDUSTRY ILLUSTRATED**. Through the two different types of editorial treatment and two widely divergent circulation methods, the manufacturer who advertises in The **INDUSTRIAL GROUP** reaches a far greater group of industrial executives and covers the industrial market more completely. Any one publication cannot give adequate coverage of this important market,

A certified audit shows only 3.3% duplication in circulation.

May we send you the facts?



The INDUSTRIAL GROUP
INDUSTRIAL MANAGEMENT - INDUSTRY ILLUSTRATED
 381 Fourth Avenue, New York



\$5000 In Prizes

**For Original Ideas
Advertising**

**The Public Utility
Industrial Financing
And Securities Sales
Business Of**

W.B. FOSHAY CO.

Controlling And Managing

**Peoples Light and Power
Corporation**

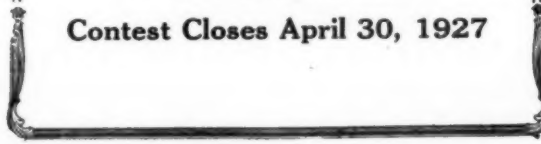
In 150 Cities And Towns

Obtain Contest Information From

W.B. FOSHAY CO.

**FOSHAY BUILDING
MINNEAPOLIS, MINN.**

*If Two Or More Persons Submit The Same Winning Idea
Each Will Receive The Prize Tied For*

Contest Closes April 30, 1927


An Enclosure Makes This Letter Effective

Pinning a Small Map to a Real Estate Letter Gets the Wealthy Prospect to Look at Both—Expensive Prospectus Not Needed in This Case to Get Attention from Possible Buyers

NO matter how desirable a piece of property may be, the problem, when attempting to sell it, is to get it before the right person. This applies not only to the selling of real estate but to all kinds of individual selling. Where the purchase or investment involves a large sum of money, it is well to remember that prospects are not easy to reach and yet are being reached right along by somebody. That sounds paradoxical. It is explained on the ground that people of means are constantly spending their money and salesmen with things to sell are constantly using their ingenuity to get an audience with such people. This applies to the selling of high-price cars, yachts, travel, real estate, country homes, insurance, investment and contributions to charitable and other objects.

Letters are a most effective way to reach a wealthy prospect. They must, however, tell their story quickly, vividly and interestingly. Deception, actual or attempted, or even so mild a form of it as using a plain letterhead or a pseudo-personal letter, is as fatal as to have the term "insurance" or "real estate" or "investments" printed in connection with the firm name on envelope or letterhead.

Here is a letter recently sent out by Lewis & Thompson, Inc., New York. The salutation is not "Dear Mr. Jones" but "Dear Sir." On the same line with the salutation is the subject of the letter, run in all caps: "Re: Hunting Preserve in South Carolina." It is all very businesslike and refreshingly free from fawning:

We take the liberty of bringing to your attention an opportunity which has just arisen to buy a large tract of

** Representative **

Ten Years Experience
Personal and Executive Work

For ten years (seven years with one) I have been successfully delivering intelligent, energetic representation in the New York territory to publishers who have seen fit to leave the details of that work to me. Consequently I know what a publisher wants as well as to what he is entitled.

It so happens that at present I am going to make a similar connection with some publisher who wants to benefit by the knowledge and contacts that I have acquired during these ten years, and who appreciates the impossibility of taking a short cut route to the type of experienced ability which I have to offer.

References, etc., may be safely assumed until exchanged, preferably at a vis-a-vis interview—the way I get all my business.

Address "C," Box 238, care of
Printers' Ink

Production Manager

A 4A agency of medium size, with a congenial and harmonious personnel, and a pleasant environment, seeks an experienced production manager who can demonstrate ability in type layout as well as in buying and producing the usual mechanical output of a busy agency. New York City.

Address "G," Box 91,
care of Printers' Ink.

A. N. A. Bulletin No. 512

says about the book,

"CHECK-LIST CONTRACTS"

"Even too explicitly defined, so that the whole thing is like an atlas in which every town stream and road is shown."

"Views the problem from the point of view of the agency man."

"There are, on the other hand, many features of Mr. Ellis' plan which will be warmly commended by the advertiser."

"Exceedingly interesting and stimulating."

"Should have the close attention of everyone who wants to gain the utmost knowledge of agency service and agency contracts."

\$10.00 postpaid. Folder free

LYNN ELLIS, Inc., Desk A-1
One Madison Ave., New York

Sawmills that cut 84% of the lumber produced in U.S.

Concentrate your advertising in the *one* paper that covers the worth-while mills in all lumber producing sections—mills that cut 84% of the lumber sawn in the U. S.

Write for our 84% circular.

American Lumberman

Est. 1873 CHICAGO A. B. C.



We are especially equipped for standard motion picture negative developing and positive printing or printing from any size narrow gauge motion picture film, with extra attention given to color values, tones, tints and combinations. Let us estimate on your work.

Industrial — Propaganda Division

Automatic Movie Display Corporation

130 West 46th St., New York City
Bryant 6321

land near Georgetown, South Carolina, on which is located a homestead built in 1820. It contains nine master bedrooms, each with an open fire-place, and has a very large living-room. The grounds about the place were landscaped many years ago and there are large specimens about the house of Live Oak, Cedars, Holly and other flora of that section, giving the homestead a very appropriate setting.

Any Northern sportsman who is considering the purchase of a Southern game preserve would do well to consider this property as it has never before been offered for sale. And at the price of \$75,000, it would appeal to anyone looking for a game preserve or Southern estate with a fine Anti-Bellum home, fully furnished with antique furniture. The furniture alone is worth a considerable part of the asking price.

We enclose a map showing the location of this property. As you will observe from the map, this property is surrounded for a distance of ten miles each way with existing game preserves and is the only tract in this section that is not already in the hands of Northern gentlemen for use as a game preserve.

This property adjoins two of the largest and best stocked game preserves in the South, where there are abundance of ducks, deer, wild turkey, quail, etc.

We would be pleased to furnish photographs and full particulars upon request.

We also have other tracts, both larger and smaller than the above, suitable for private estates and game preserves.

Pinned to the letter is a slip on which is printed a map, or at least, a detail or corner of one.

Who doesn't like to look at a map? This particular map is interesting because it shows an interesting bit of South Carolina—Georgetown, Winyah Bay and the gunning preserves of a number of wealthy men in that locality. The piece of property offered for sale is indicated by a shaded portion with an arrow pointing to it. Names are shown in the surrounding gunning preserves, like Bernard M. Baruch, Dr. Emerson, of Baltimore, William Ellis, and so forth. This feature in itself is enough to catch the attention of a monied man. After studying the map it would be difficult to prevent the recipient from reading the letter.

Eden Publications, Inc., Los Angeles, has appointed Lloyd B. Chappell, of that city, as Western advertising representative.

EXPORT ADVERTISING AGENCY

Announcing the appointment of

BRUCE M. ANGLE

a member of our Executive Staff
effective December 15, 1926

Mr. Angle was for many years associated with the

International Harvester Company

*in the capacity of territorial advertising Sales Promotion
Representative, covering United States and all foreign countries*

Our Mr. R. C. Lebet has just returned from a four months' trip covering Europe, calling on Publishers, Jobbers and Distributors. His experience gathered in 14 different countries is at your disposal.

For over fifteen years the EXPORT ADVERTISING AGENCY has placed the advertising and assisted in merchandising some of America's foremost accounts in foreign countries. May we serve you?

EXPORT ADVERTISING AGENCY

Foreign Trade Developers

Transportation Bldg.
Chicago

285 Madison Ave.
New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6300. President and Secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS, Sales Manager, DOUGLAS TAYLOR.

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, minimum order \$3.25.

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NEW YORK, JANUARY 20, 1927

The Selling Mind of 1927

The mathematical Buxton once went to hear the great Garrick. When someone asked him later what he thought of Garrick's performance, he replied, "I saw merely a little man strut about the stage and repeat 5,956 words."

In counting each word, he lost the actor's artistry. His mind fixed on numbers, he overlooked the meaning and the breadth of a great performance.

The mind fixed on sales quotas and names on the dotted line loses sight sometimes of deep and enduring verities of selling. The sales manager who demands quick orders or immediate resignations is being displaced by the natural leader who looks upon each sales-

man as a representative of a transaction between the customer and the house. Such a leader knows that if the spirit of his men is right, the orders will follow in due course and as a by-product of real representation.

This type of sales manager is more likely to base his quotas on territories or items than on individuals on his staff. His mind is fixed upon building a coherent and harmonious selling unit rather than on pitting one man against another in a race for volume.

The executive in charge of sales who is building a solid and enduring foundation for the years ahead, is making of his sales force an integral unit of the whole business, not a racing crew of high-pressure men, set apart from the organization.

He is thinking in terms of business fundamentals, not in terms of watch fobs for prizes or a quota to beat instead of a retailer to help sell the merchandise he now has.

Minds fixed on resale plans instead of names on dotted lines alone, are going to help build the big profits of 1927.

When Capital Gives Way to Character

A manufacturer in a Middle Western city recently told us of a remark made to him twenty or more years ago by a relative who was a successful wholesaler. "You cannot win in business in a big way if you are strictly honest," was the remark.

The manufacturer has been worrying a great deal about this statement during the intervening years. He says it has come up in his mind literally hundreds of times. At length he has concluded that the word "unless" should be substituted for "if."

Not so very long ago the basis for high credit rating was financial standing. If a man had plenty of money and paid his bills with reasonable promptness he was adjudged a gilt-edged credit risk.

Today a man's character is the thing that decides whether his credit is good.

"We can get along fairly well

with a dealer," says C. W. Beall, credit manager of Willys-Overland, Inc., "if he is of only ordinary ability. His case is not altogether hopeless if he is short of capital. But if he lacks character the risk is a dangerous one from the start and we do not care to have dealings with him no matter how well fixed he may be financially."

Edward M. Skinner, general manager of Wilson Bros., will not open an account with a new customer merely because he has large financial resources. He wants to know where and how the dealer got the money. Mr. Skinner's views and practices in this matter are well known to the readers of the *PRINTERS' INK* Publications through the several articles he has written for us on the constructive side of credit administration.

There are plenty of men with money in business today whose ethical and moral codes are extremely elastic, to say the least. But their paths to success are not smooth, as once was the case. The Better Business Bureaus are making it increasingly hard for them to lie in their advertising. And now leading producers are refusing to sell them merchandise even though they have the cold cash to pay for it.

In passing on an application for credit, Mr. Beall's company considers character, capacity and capital in the order named. It will be noted that capital comes last.

The Over-Educated Retailer

Education is an easy thing to secure in this country—too easy, according to some individuals. Unless one has operated a retail store, however, he has no conception of the number of educational opportunities that exist.

Most retailers live under a continual bombardment of educational material. There is scarcely a mail that does not contain at least an offer to teach the merchant all he should know about his business—and more often, the educational material comes unrequested. We understand that several universities are starting courses in retail

storekeeping. Why they should feel this to be necessary in view of the seas of educational literature which are always threatening to engulf dealers is puzzling.

Most of this material originates with manufacturers. Some of it is actually helpful. A great deal of it decidedly is not. But entirely apart from the intrinsic merits of this literature, there is no doubt that many merchants are becoming thoroughly annoyed at all the education which is being thrust upon them. These retailers like to feel that they are not entirely incompetent; that they know at least a thing or two about retailing and that what they need is not education so much as some honest-to-goodness constructive assistance in disposing of merchandise.

Educational literature, bluntly labeled as such, is anathema to any number of retailers. They are being over-educated and they would like nothing better than to have a cease and desist order issued against this kind of material. Manufacturers would do well to let up on their retail educational activities, or at least improve the material and control its distribution. Otherwise, they may wake up some morning to find that a body of retailers has issued a booklet on how manufacturers should run their business—and that would be a bitter dose indeed to swallow.

The Salesman's Prestige

One of the phases of sales management which is sometimes given too little attention, is that of the salesman's prestige in his own territory. The honor of the institution and its good name are, of course, the big things. But it must also be remembered that the salesman, if he is a good one, has built up a certain prestige for his house and for his own personality in his territory. He represents in his territory not only the house and its policy, but also the customer. He is the representative of each transaction which takes place between the buyer and his house. In many companies he is being made to think of himself as a repre-

sentative of the transaction rather than of the company or the customer. His important position in the territory and his opportunity to build good-will for his company is often seriously undermined when the home office goes over his head in matters of policy.

"In every letter written to a customer from the home office," says the sales manager of a shoe manufacturer, "a definite attempt is made on our part to add to the prestige of our salesmen in the territory. Nothing is done of which he is not fully informed in advance and his opinion asked. If it becomes necessary to take up a matter direct from the home office or if another department of the business has occasion to write him, the salesman is usually asked to deliver our message in person. While we do not believe in bothering the salesman with unnecessary details, we do believe it essential to keep up his prestige in the eyes of his customer."

Nothing destroys a salesman's morale more quickly than to jump over his head and make the customer upon whom the salesman has to call continually feel that he has not been considered of much importance by his own company. Nothing increases a salesman's self-respect more than to have him feel that the company considers his opinion of importance in dealing with customers. It is a point well worth considering when a letter campaign to dealers is being worked out in the home office.

The High Cost of Small Orders

The doctrine of turnover has taken such a prominent place in the Valhalla of business that the article by Fayette R. Plumb, president, Fayette R. Plumb, Inc., in *JANUARY PRINTERS' INK MONTHLY* comes as a refreshing breeze in an atmosphere of heated panegyrics. Mr. Plumb, after a thorough study of the present business situation, shows that another business idol has clay feet.

One of the most significant facts brought out in Mr. Plumb's article concerns the high cost of small orders. One of the chief implica-

tions of a policy dedicated to quick turnover is smaller stocks which necessitate smaller orders. Mr. Plumb quotes a manufacturer who sets the cost of handling a single order at \$2.50, 10 per cent of an order amounting to \$25. Another manufacturer shows that it costs him \$3.50 on an average to handle each order.

"It naturally comes about," says Mr. Plumb, "that this cost of filling small orders compels us, as manufacturers, to sell at a higher price. And this, in turn, reduces our volume—for it is true that the lower the selling price, the more we can sell. So small orders, then, reduce the manufacturer's volume and compel him to increase the selling price."

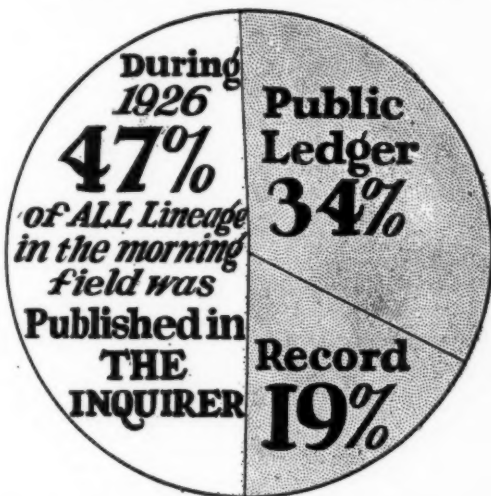
"Small orders," continued Mr. Plumb, discussing the testimony of a jobber, "have helped to increase the jobber's cost of distribution 25 per cent above the doubled cost of distribution since 1914. And small orders have helped to boost the retailer's selling cost more than 29 per cent above the normal doubled cost!"

Too few manufacturers really sit down to analyze the actual cost of filling an order. There are usually at least ten steps in this process—and often as many as thirty or more steps. Each step costs money and it is obvious that the more small orders a manufacturer receives the higher will be his relative cost of doing business.

The manufacturer who has not made a close analysis of the cost of filling orders would do well to make this analysis. He is pretty sure to uncover some facts which will be as interesting as they are disquieting. His first step should be, of course, to simplify his method of handling orders if that is possible. His next step is to look for methods of eradicating the conditions that bring about the flood of small orders that comes into every manufacturer's office.

In all the many considerations of the evils of hand-to-mouth buying the factors of the cost of handling small orders has received very little attention. Mr. Plumb performs a great service in emphasizing this evil.

The Inquirer Leads As Usual IN PHILADELPHIA



First in General Advertising

The Inquirer's lead in Display advertising has been beyond question for years. For years this leadership has steadily increased. Last year (1926) 47% of ALL General advertising published in Philadelphia morning papers appeared in The Inquirer.

INQUIRER	21,893,400	Lines
Public Ledger	15,836,400	"
Record	8,805,000	"

The Philadelphia Inquirer

Branch Offices

NEW YORK
285 Madison Ave.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

SAN FRANCISCO
610 Hearst Bldg.

Advertising Club News

Advertising Helps Make "Best Sellers"

Many "best sellers" are put into that class by the extensive use of advertising, according to Peter B. Kyne, author, who recently spoke before the Advertising Club of Los Angeles. The usual advertising that a book receives in the better class of magazines should be increased through use of newspapers and follow-up material, he declared.

As an illustration of the distributing influence of carefully planned advertising, Mr. Kyne told how one of his books, with a limited advertising plan behind it, had a sale of 35,000. This compares with a sale of 135,000 copies of his first book marketed by means of an extensive campaign.

Development of World Business, Convention Theme

The theme of the annual convention of the International Advertising Association at Denver, Colo., next June, will be the development of business and industry and the bringing about of a closer co-operation between the various branches of business represented in its membership.

E. D. Gibbs, general chairman of the program committee for the convention, and advertising director of the National Cash Register Company, Dayton, Ohio, has announced that, by adjusting the plans of former conventions, the program this year will take up but three days instead of four.

Club and Bureau Dues Deductible from Income Tax

In response to an inquiry by The Better Business Bureau of the San Francisco Advertising Club, the Treasury Department of the United States has ruled that dues paid to the local club and bureau are deductible from income tax returns by individuals and corporations, as a business expense.

To Give Course on Advertising and Marketing

The Buffalo League of Advertising Women will give a course of six lectures on advertising and marketing viewpoint. The course starts February 1, under the direction of Francis Frazee, advertising manager of the Larkin Company, Inc., Buffalo, N. Y.

New Officers for Lockport Club

The Lockport, N. Y., Advertising Club has elected the following officers for 1927: Douglas R. Patterson, president; G. Hoyle Wright, vice-president; Roger M. Kinzly, secretary, and Harold B. Symes, treasurer.

The new directors are: George T. Cruzer, Harry Kipp, Roger Lewis, Harry Nelson and Karl W. Strauss.

Another American Revolution Started by Advertisers

America is in the throes of a revolution. It is engineered by a group of radicals which has grown powerful in both number and influence and its activities have made a marked impression on American life and habits. This was the message brought to the Advertising Club of New York by William Allen White, editor and publisher of the *Emporia, Kans., Gazette*, at a meeting last week.

The revolutionists to whom he refers are advertisers. "If I were a rich old bird who wanted to get all the money in the world," he said, "I would hire a lot of soap box communists to take the attention of folks away from the advertising pages, because it is advertising which builds a fire under their pants and makes them go out and get the enjoyments of a great civilization which advertising has made known."

Revolutions, whether political or economic, are successful in proportion to the unrest and dissatisfaction which is created. Their leaders must persuade people that better things will come by turning from the existing order. Advertising, Mr. White said, had accomplished this. "The distribution of all things that make life worth living, those things which are the common lot of the American, came to him not because he was agitated by the orators," he continued, "not because the fellows on the editorial page inflamed his baser passions with a lust of things, but because advertising built a fire under the seat of his pants so that he couldn't sit down, couldn't rest, couldn't be happy until he had got a Ford car and a radio and a phonograph and a decent house and a good suit of clothes and a white collar, and was on the way to the revolution."

If he were to set out to slow down this revolution, Mr. White explained, he would cut out all advertising. That would stop buying. It would stop distribution, make an impasse in civilization and the slow decay would end in a collapse which would surely come.

In his role as editor, Mr. White said "it makes no difference what we fellows over on the editorial page say. If I could control the advertising pages, I could control the activities of the people. . . . The real revolutionist is the advertising man, the real dream of the future lies in his brain."

Police Commission Congratulates Los Angeles Bureau

A letter has been received by the Better Business Bureau of Los Angeles from the Police Commission of that city, which praises the Bureau for its co-operation with the police department during 1926. In part the letter reads: "It is indeed gratifying to find such organizations as yours willing at all times to co-operate with public officers to achieve the best for the community."

Baltimore Plans to Make Life Members of Past Presidents

All past presidents of the Advertising Club of Baltimore will be made active life members of the club, as the result of an amendment to the constitution recommended at the last meeting of the board of governors. The amendment was proposed by W. V. Harrison, club counsel, and will be voted upon by members on January 25.

The annual dinner of the club will be held on February 16. Acceptances to attend the dinner have been received from Albert C. Ritchie, Governor of Maryland, and Howard W. Jackson, Mayor of Baltimore.

* * *

San Francisco Club Appoints Convention Committees

The San Francisco Advertising Club has appointed the following "On-to-Portland" convention committee chairmen: Executive, Walter A. Folger; publicity, Mrs. Jule Duce; hotels and accommodations, R. F. Berkeley; exhibits, Otto Hessemeyer; prizes and trophies, Garnet J. Weigel; transportation, Elliott M. Epstein, and three-minute speakers, Don E. Gilman.

G. A. Blanchard has been appointed general chairman of the "On-to-Denver" committee.

* * *

Binghamton Club Elects Officers

At its annual meeting the Binghamton Advertising Club, N. Y., elected the following officers: President, Earl G. Hinaman; first vice-president, Charles R. Rosenthal; second vice-president, James J. Burnett; third vice-president, Arthur E. Garvey; secretary, Harrison B. Williams, and treasurer, John G. O'Byrne.

Charles W. Baldwin, retiring president, and Grace E. Gustafson, retiring vice-president, were elected to the board of directors.

* * *

Town Criers Guests of St. Paul Sales Managers

The Town Criers of St. Paul, Minn., were guests of the St. Paul Sales Managers' Association at a dinner on January 10. Franklin L. Miller, of the Curtis Publishing Company, spoke on "Advertising and Selling and the Individual Salesman's Contribution to Each."

The Town Criers will hold a "newspaper day" meeting on January 21 and at the meeting on January 28, Frederic W. Goudy will discuss type designs.

* * *

"Past Presidents' Night" at Hartford Club

The Hartford, Conn., Advertising Club will hold a "Past Presidents' Night" on January 28. It will be celebrated with a dinner and dance.

G. P. James Wins Advertising Golf Tourney

George P. James, of Washington, D. C., won the twenty-fifth annual tournament of the Winter Golf League of Advertising Interests at St. Augustine, Fla., last week. He defeated R. Murray Purves, of Boston, by a score of four up and three to go in the eighteen hole final. This is the sixth time that Mr. Purves has been runner up in the tournament.

In the first beaten eight, R. B. Stuart, New York, defeated E. M. Chalfant, Garden City, N. Y., one up. The winners of the other sixteens and beaten eights, with the runners up were:

Second sixteen (Final)—C. I. Putnam, Washington, defeated H. B. Fairchild, New York, two up.

Beaten eight—Walter E. Bunnell, New York, defeated D. M. Stewart, New York, three and two.

Third sixteen (Final)—Walter Smedley, Philadelphia, defeated F. A. Walsh, New York, three and two.

Beaten eight—John C. Hegeman, New York, defeated James A. Sullivan, New York, five and three.

Fourth sixteen (Final)—William Campbell, Alliance, Ohio, defeated H. C. Wilcox, Meriden, Conn., two and one.

Beaten eight—N. P. Rathvon, New York, defeated W. R. Hotchkiss, New York, eight and six.

Fifth sixteen (Final)—H. R. Reed, New York, defeated Frank W. Nye, New York, six and four.

Beaten eight—John H. Brady, Rye, N. Y., defeated James Barber, New York, four and three.

Sixth sixteen (Final rounds)—Charles A. Nottingham, Siwanoy, N. Y., defeated William J. Morris, Jr., Rye, N. Y., three and one.

Beaten eight—George W. Trice, New York, defeated E. C. Bennett, Greenwich, Conn., four and two.

E. T. T. Williams, New York, won the eighteen hole medal play handicap for those that failed to win a prize during the regular competition. He turned in a card of 94-25-69.

The winner of the women's championship was Mrs. Roy W. Porter, New York, who won from Mrs. George W. Trice.

Rodney E. Boone was re-elected president of the league. This is the first time in the history of the league that a president has served for more than one term. W. Roy Barnhill also was re-elected secretary. Clair Maxwell, New York, was elected vice-president and Fred Walsh, New York, treasurer.

* * *

New York Women's League Honors Jane J. Martin

Jane J. Martin, for many years a president and director of the New York League of Advertising Women, has been elected honorary president.

* * *

The Advertising Club of Lafayette, Ind., with a membership of forty-five, has become affiliated with the International Advertising Association. Roger Wood is president of the Lafayette club.

The Little Schoolmaster's Classroom

AMONG the 1926 greeting cards are several—perhaps the average is a little higher even than 1925—that stand apart from the crowd on the score of originality, distinction, fitness, novelty and elaborateness. One struck the Schoolmaster with unusual force. It wasn't a particularly expensive card, either, as cards go, but it thrust itself at the Schoolmaster with the brusque heartiness of a personal greeting. It had a certain electric abruptness about it that made it seem different from other cards as a friendly shout is different from an engraved announcement.

In general appearance it is like an ordinary four-page folder with no hint of its origin on the front and back covers—in fact, nothing but the words "Christmas 1926" at the top, and "New Year's 1927" at the bottom of the first page. Upon opening this folder, however, the smiling faces of four people fairly burst upon the beholder. A photograph is slipped into an open-faced pocket on the right-hand page of the folder that looks for all the world like a leaf from the family album when it used to be the fashion for two, three and four people to "sit" in a group. Well, here they all are. One thinks immediately of "Dad and the three children," for there in the center sits one who looks like "Dad" with three faces clustered around him, like "Bill, Hank and Millie" of the family album. Indeed, this idea of the family album has been well carried out, for in the margin of the pocket directly beneath the photograph are the names, "Steve," "Carl," "Bill" and "Jessie." On the left-hand page, opposite the photograph, is the following Christmas message:

It is fine that Christmas comes once a year. It is a time when even the most modest of us can heartily express his friendly feelings. We appreciate your friendly attitude throughout the year. If we have been able to plea-

santly serve and profit you, that is our reward.

May we wish for you that this Christmas shall carry the largest possible measure of joy and that throughout the New Year you will have good health, good business, good friends, many of them, and great good luck.

This is signed "Armand," in large type, while beneath it in small type is printed, one above the other, the following names: Carl Weeks, F. M. Stevens, Jessie E. Moore, Wm. H. Wiseman. Facsimile signatures of the names, "Carl," "Steve," "Jessie," "Bill," appear alongside of the printed names.

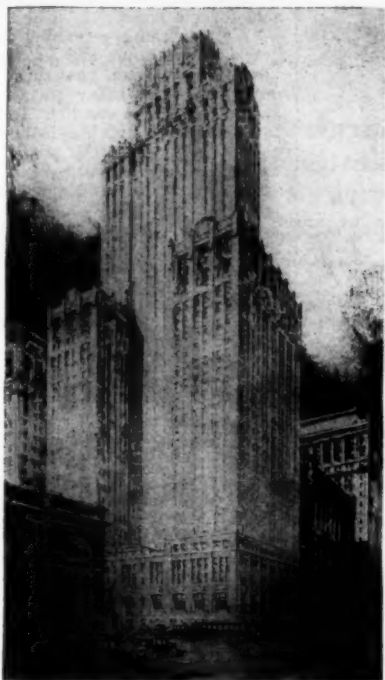
So if there were a Hall of Fame in the Classroom, the Schoolmaster would be strongly tempted to nominate this Armand greeting card for a place of honor on the dual count of having made the most direct personal appeal and the deepest personal impression.

* * *

Four years ago there was no such thing as a special cabinet for the home bathroom. Today, cabinets that make the bathroom a combined emergency hospital, dressing room, beauty parlor and general headquarters of the family health not only are manufactured to be placed in the bathroom but actually are made as a built-in fixture.

Orval R. Platter, secretary and treasurer of The Platter Cabinet Company, a division of the North Vernon Lumber Mills, Ind., tells the Schoolmaster that the original idea of such a cabinet was conceived by him through the need for one in his own home. He made one. Then:

"After taking this article first to the department stores, we introduced it to the public through the medium of women's magazines, in publications for the home and in general weeklies of large circulation. Following this, we advertised it in trade journals and took it to the furniture dealer with the suggestion that here was a brand



**Bankers' Building,
Chicago**

**Owners and
Managers:**

**Adams and Clark
Building Corp.
E. A. Jackson, Pres.**

**Architects
D. H. Burnham & Co.**

Who Selects the Materials?

The above is one of ten buildings now being built in Chicago alone for which subscribers to **BUILDINGS AND BUILDING MANAGEMENT** are selecting all materials and equipment. Ernest A. Jackson and Adolph Stamer, principal owners will also manage the new Bankers Building. They have taken an active part in every phase of the project, from securing the site and financing construction, to selecting the materials and operating devices to be installed.

You can sell such men as these by advertising in their business paper, **BUILDINGS AND BUILDING MANAGEMENT**.



PORTER-LANGTRY CO., Publishers

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.



Keeping in close touch with the Far West's advertising activities

is possible through reading the 130 to 150 page monthly issues of *Western Advertising*. Specializing in food and community advertising; general articles on markets, selling technique; reproductions of characteristic western advertisements; covers in color, special art features; hundreds of news items, etc., etc. Complete your list of necessary advertising literature by subscribing now—trial subscription six months, \$1.00.

WESTERN ADVERTISING

564 Market Street • San Francisco

[A subscription placed now will include the Annual Review Number (February)—big value in itself]

I Have Gone To Southern California

Now I want to arrange with a reputable manufacturer to represent him in that territory.

Fifteen years sales experience with two of the best known nationally advertised products. Highest personal and business references.

If you are not represented in Southern California but realize its possibilities confer with the writer.

Charles Ellis Smith, Pomona, Calif.

P. S. Advertising Agents: Here is an opportunity for one of your clients.

copy-quick

Emergency copy service
by the hour, day or week

Samples on request

One Madison Ave.
Ashland
1940

Copy—by Christen

new piece of useful furniture which never before had been available for the home.

"We soon had a very good market, and with time and increased advertising, which now includes dealer helps of many sorts, the market has grown steadily. In the four years in which the bathroom cabinet has been on the market, it has practically doubled its sales volume each year, and during the last year this item alone represented about one-third of our total business at the North Vernon plant. It is especially interesting that the present dimensions and compartments are practically the same as those of the original cabinet."

* * *

Talking about waste in advertising recently, a friend of the Schoolmaster said: "The amount of money expended on the production of free publicity by most manufacturers is a waste which equals, if it does not exceed, the waste in unused dealer helps. If advertising managers would do some quiet scouting, they would be surprised to see how much of their carefully prepared free stuff goes direct into the waste basket."

While the Schoolmaster pondered this matter, along came a letter from a member of the Class, which read in part: "I am sending you a collection of 'free publicity' matter which is fairly representative of the material sent out by advertisers to business publications in their own field. This collection was gathered from the waste basket of an editor of a well-known hardware publication."

Looking over the collection, the Schoolmaster found it to contain about fifty separate mailings, from a single letter containing a "news item" about some member of the advertiser's organization, to a so-called "release" of many typewritten pages. There was a total of twenty-seven contributions from not more than six radio manufacturers, all of them advertisers, four were from advertising agencies written in the interests of clients; one was from a trade association; four were from fire arms manufacturers; one was from a

AN important manufacturer—one of the largest in his field—requires the service of a man to manage and direct its advertising and sales promotion activities.

The man we are looking for has a record of real accomplishment behind him. He has executive ability. He has imagination. He knows the theories of advertising and selling—but he is by no means a theorist. He appreciates a splendid working environment. And he has the tact and personality that quickly fits into a large, fast-growing organization.

The manufacturer is located in Boston. The salary is ample to attract the man we want.

You may address your communication to Box 140, Grand Central Post Office, New York City.

Wanted— Printing Salesman

This man must be a salesman and not a bid carrier. Must recognize the importance of establishing a clientele of good-will customers. The printing and publishing firm that has the opening is long established, equipped to do fine magazine big-edition printing and also has a complete poster lithograph plant. State experience, references and salary desired.

Address "L," Box 94,
care of Printers' Ink.

MATS for dealer advertising cuts or for any advertising or publicity. Service as complete as you want—art work, engraving, composition, shipping, etc. Shopping News, Cleveland

Photostats !!!

of any subject—

By Photographers

Fast Messenger Service

PACH BROS.

28 West 44th St. Murray Hill 2597



I Seek Promotion!

Syndicate Advertising Executive

Good, clean record and proven sales ability. Connection desired now with live-wire concern that is growing. Address "H," Box 92, Printers' Ink.

railroad company, and there was one each from manufacturers of mechanical fish bait, pumps and sprayers, tools, tooth-paste, auto accessories, cash registering devices and paint.

"A campaign," writes our Class member, "to abate the free publicity nuisance would certainly save advertisers a lot of money through eliminating waste material and it would help to put trade publications on a higher plane editorially."

* * *

A man is known by the company he keeps. This applies to the business world as well as to everyday life. The Schoolmaster would like to vary the phrase slightly to read: "A company is known by its customers."

An incident to illustrate this occurred in a jeweler's shop not many days ago. The Schoolmaster, who had been drawn into the store by an attractive window display, was undecided whether or not to purchase a certain piece of jewelry, because he was ignorant of the jeweler's reliability. While trying to make up his mind, several well-dressed customers entered and made their purchases, which were by no means trivial, and went on their way. The thought the Schoolmaster had was that if these persons placed such confidence in the jewelry of this store, there was little doubt that the jeweler was trustworthy.

Retailers, wholesalers and manufacturers profit by catering to first-class customers. There may be a time when it will be a great help in securing new business.

* * *

It has often been told in the Classroom that retailers like to get ideas that they can pass along to their clerks—particularly information that will enable clerks to answer questions and objections raised by customers.

The Freed-Eisemann Company, manufacturer of radio sets and equipment, in advertising its eliminator is doing some unusual business-paper advertising. In recent copy the company passes along to dealers real information that enables them and their clerks definitely to answer questions that are

We Need an Experienced MAIL ORDER and SUBSCRIPTION BOOK MAN

His responsibilities will cover magazine advertising and list circularizing for leads, mail order follow-up, and promoting sales through distributors.

This is a nationally known publishing house. The subscription department is well organized and operating successfully, but it offers a real opportunity for development in the hands of the right man.

The applicant is requested to give in full detail his training and experience. State age and salary desired.

Address "N," Box 86, Printers' Ink.



CANADIAN ADVERTISING

**CALL IN
SMITH, DENNE & MOORE**
TORONTO—92 Adelaide Street West LIMITED

Multigraph Ribbons Re-inked

Our SURT-FO

Send 3 Ribbons
to be re-inked
at our expense

process costs only \$6.00 a dozen. Try it. A
trial order will convince you that it is the best
Re-inking you can buy.

W. Scott Ingram, Inc.

57 Murray St., New York City

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

COPYWRITER

Large electrical refrigeration manufacturing company located in middle west wishes to employ young man as copywriter in sales promotion department. This is an exceptional opportunity. Man preferred who can make layouts as well as write copy. In writing please state age, education and previous experience. Also send photograph. Apply "R," Box 88, care of Printers' Ink.

Capital Available For Mail Order Specialty

A well organized, high powered mail order organization is in position to finance and put over on royalty or purchase outright outstanding product of proven repeat possibilities. No attention paid unless full details are given in first letter. All communications held in confidence. Address "Mail Order," care of
NEW YORK ADVERTISING AGENCY,
441 Lexington Ave., N. Y. C.

Lines WANTED by CANADIAN SALES AGENCY

Active and established connections with wholesale grocery and drug trade, and manufacturing confectioners; and an aggressive, conscientious selling service detailing the retail trade; available to United States manufacturers seeking sales in Canada on commission basis. Warehousing facilities. Bankers-Royal Bank, Toronto.

Correspondence invited.

Write

GRIMSBY BROKERAGE COMPANY
11 Wellington St., East, TORONTO, CANADA

constantly asked by customers. One particular advertisement is headed "Your customers are asking these questions when they buy an eliminator." Then seven questions are given, together with the answers. Three of the queries are: "Must I purchase a separate C battery and how will I know that a leaky cell is not spoiling my reception?" "When the lights are turned off or on, in houses in my neighborhood, does the Eliminator maintain an even current?" "Is there a safety door which will automatically cut off the line current while I'm connecting wires to my set?" The answers that are given are very brief but are to the point.

A retailer is able to take this advertisement and pass it on to his clerks in the radio equipment department so that they will have information which may be of almost immediate use.

Manufacturers of technical products as well as other merchandise which is used in the household have found it advisable to send material to dealers that can conveniently be passed on to clerks. This information has gone out in the shape of broadsides and letters. One channel through which this important and valuable information can be passed on is through trade-paper advertising. The way it is handled by Freed-Eisemann is a good example.

* * *

The sales manager for a large specialty house told the Schoolmaster that one of the biggest compensations of his job was the chance to play psycho-analyst to the men on his staff.

"Salesmen are full of complexes," he declared. "And often all they need to change them from despondent drudges who think they're losing their selling ability to cheerful experts who can sell specialties to the hardest boiled dealer in the toughest town is somebody to tell their troubles to."

"Our man in Florida hadn't sold a dollar's worth of goods on Saturday for months. Finally I had a chance to let this man unburden himself. I nodded sympathetically while he told how he

just simply couldn't get anybody to buy on Saturday—he just simply could not.

"After he had got the story off his chest, I laughed loudly, to jar him out of his daze. 'You've got a Saturday complex,' I told him bluntly. 'You believe that because you had one bad Saturday, dealers won't buy on that day. You're beaten before you start.'

"The shock of that statement, coming on top of his hour spent freeing his mind of the heaped up commiseration he had been storing for a long time, got under his skin. The next Saturday he sold more merchandise than he sold on any other day that week!

"One of our men in Pennsylvania got the idea that because he struck a few poor weeks the whole territory was shot to pieces. He brooded over the thought, and in no time his sales took a big slump.

"I called him from the field and took him to lunch. Soon he was telling how bad conditions were down among the mines and how there wasn't any business a-tall. I let him talk himself dry. Then, as with the Florida man, I bluntly said he was beating himself. 'You've got the coal mine complex. If salesmen of other companies can do business in your territory, you can. Come on, pull yourself out of the slough of despond, toss that complex into the first coal pit you see, and go out after the orders.' As a result of his having told his troubles and freeing his mind, when he went back to the field his sales began to go right up.

"It's such results, I think, that give the sales manager his biggest thrill—playing doctor to the salesman with a sick mind—because the results are so concrete when you see them on the sales report."

PRODUCTION MANAGER

of proven ability in handling the mechanical production for an agency or national advertiser. Can handle all details from art to finished job. Knows how to "buy." Not interested in office hours but in producing the right kind of work. Age 32 and married. Opportunity above salary requirements.
Box 951, care of Printers' Ink.

ADVERTISING-BUSINESS MANAGER

Available February 1st

Capable executive with years of successful newspaper experience to qualify him for advertising or business management of aggressive newspaper is available February 1st. Now located in Milwaukee, Wisconsin, but will go where opportunities for advancement are greatest.

Has demonstrated his ability in every phase of advertising, merchandising and selling during past 16 years and now stands ready to put this experience to work for you.

This man is 34, a Christian, and married, with two children. References can be secured or appointment for conference arranged by writing or telephoning

G. LOGAN PAYNE COMPANY

Newspaper Representatives

6 No. Michigan Ave., Chicago, Ill.

Manufacturing Facilities for Drug or Grocery Pack- age Goods Available in St. Louis

One of our clients has a new million dollar manufacturing plant in St. Louis with a capacity of five times present needs.

He will consider application for the use of his facilities including latest packaging machines for the manufacture of products in cans or cartons where large quantities are involved.

This is an unusual opportunity for some eastern concern to establish a manufacturing arrangement in St. Louis under the most favorable conditions.

H. W. KASTOR & SONS ADVER. CO.
ST. LOUIS, MO.

A DISTRICT MANAGER

Personally acquainted with the better Confectionery, Drug and Grocery jobbers of Western Pennsylvania, Ohio, Kentucky and Tennessee wishes connections with well established Manufacturer.

Will consider any territory with the exception of Wisconsin, Minnesota, the Dakotas and Iowa.

Address "M," Box 95, 230 So. Clark St., Chicago, Ill.

Publishers Representative—New York

Trade Paper Representative of long experience and highly successful record. Produced in one year over third of total advertising for leading New York publication. Open for one or two strong papers. Food, Confectionery, Equipment or allied lines. Can cover market and furnish trade reports. Commission and salary or drawing. References. Address "N," Box 96, care of Printers' Ink.

Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.85
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers' and Bookbinders' Equipment machinery, type, supplies, Kelly presses—cut-cost material. Send for revised pressed machine sheet. Conner Fendler Branch, A.T.F. Co., New York City.

Salesmen for city and out of town representation who call on advertising agencies and national advertisers, to sell lantern slides as a side line. Liberal commission. Box 936, Printers' Ink.

\$50,000 select, new live, opportunity seekers, spare-time workers and agents, all parts of America reached most persuasively for \$1.00. Ceedson Development Service, 3570 W. 25th St., Cleveland, O.

TRADE ASSOCIATION

Secretary, editing trade magazine, desires to secure another such secretaryship with association using or wanting to create its own trade organ. Box 947, P. I.

Engraving and electrotyping organization well financed and equipped offers substantial interest without investment to responsible salesman with trade who desires to get into business for himself. Box 933, Printers' Ink.

RAPID WRITING SYSTEM

Copyright, plates and copies of book teaching simplest, easiest-to-learn semi-shorthand or speed writing for business, advertising men, lawyers, preachers, students, etc. Box 935, Printers' Ink.

PUBLISHERS

\$10,000-a-year salesman has time for one additional business paper on which he can make \$3,000 in Chicago territory. Strictly commission. If you have it I can satisfy you as to my earnestness, honesty and ability. Box 953, Printers' Ink, Chicago Office.

Will sublet to printer about 2,300 sq. ft. of floor space with commercial stationer in office building, Long Island City, excellent location, good light, unusual opportunity for live wire. Will place large part of our work with him. Box 934, Printers' Ink.

Unusual opportunity to acquire a company owning valuable advertising space in Drug Stores. Moderate investment required preferably with services. Liabilities practically nil compared with possibilities of capitalizing on results of year's intensive work commencing to bring returns. N. P. B., care Advertising Club, 23 Park Ave., New York City.

Mr. Publisher:—

Does your printing bill average \$6000.00 or more a month? Are you interested in reducing it? I have formulated plans that are now and have been for the past 3 years saving from 15 to 25% for a large technical Publisher and am desirous of putting this plan in operation for one other Publisher. Address replies in confidence to Box 955, Printers' Ink.

SIDELINE men can make money selling our JIC liquid paste to newspapers, magazine publishers, and printers. Used by such papers as NEW YORK WORLD, CINCINNATI ENQUIRER, CINCINNATI POST, LOUISVILLE COURIER-JOURNAL, Gin & Co., the MacMillan Co., and over 3,000 others. Sold in gallon pails and kegs, also 60-gallon barrels. A repeater. Address JIC DEPARTMENT, Jasmine Ink Corporation, Norfolk, Va.

HELP WANTED

ADVERTISING—Head checker for advertising agency; must be experienced in checking newspapers, and also typist; permanent position; give references. Box 956, Printers' Ink.

Experienced lumber or building material salesman. Permanent position. Weatherbest Stained Shingle Co., North Tonawanda, N. Y.

ADVERTISING SOLICITOR wanted for Canadian Trade and Technical papers. Chicago territory. Permanent connection for the man who can put it across. Box 937, Printers' Ink.

Printing Salesmen—Large, established printing house desires additional salesmen on liberal commission basis. Men with advertising agency experience are especially adapted to make good. Write for interview, giving details. Box 949, P. I.

BOY SALES PROMOTER

Young man (25-35) with vision and experience, capable of developing sales of well known product through boys. Direct Mail experience including copy writing, layouts and list selection are necessary requirements. Ability to plan work systematically and direct others essential. Splendid opportunity for growth in a substantial organization. Give full details of experience and your present salary in letter. Box 938, P. I.

Manhattan Advertising Solicitor Wanted by

THE NOVELTY NEWS

WANTED: A solicitor with a "scheme" mind, who knows merchandising and is familiar with the premium field, to sell advertising in Manhattan and the East for this publication, which is the only trade paper in the premium and advertising specialty fields. He must be about 35 years of age; able to reach big executives and sell them on the opportunities for their goods in the premium field and the advertising specialty field, both covered by this magazine. He must have a clean record for aggressive work that has been successful. None but a well-trained solicitor will be considered. Permanency with an income as big as he makes it awaits the right man. Address Henry S. Bunting, THE NOVELTY NEWS, Waukegan, Illinois.

MISCELLANEOUS

Enamel Tile Walls and Floors
I prefer a day-work basis. Result? Each job is a gorgebeauty of workmanship. Mantels? Geo. F. Ireland, 74 East 127th Street, New York.

POSITIONS WANTED

ARTIST with years of varied commercial experience, plus a thorough art school training, wants position painting figures in color or black and white. New York preferred. Box 943, Printers' Ink.

COPY CHIEF

New York agency copy chief ten years, now magazine solicitor, will write special copy for you in spare time. Box 954, Printers' Ink.

ADVERTISING MANAGER

38, desires bigger opportunities. Has produced noteworthy results. Fifteen years' experience in agency and technical field. Married. Christian. Box 957, P. I.

Circulation Executive

with record of real accomplishment on large metropolitan evening paper. Open Feb. 1st. Box 941, Printers' Ink.

**WINDOW DISPLAY MAN
Display Manager**

National advertising experience. Thorough knowledge of silk screen paint process. Box 948, Printers' Ink.

Secretary—Stenographer

Desires position with executive. Six years' advertising experience. Excellent at detail work. Box 950, Printers' Ink.

ASSISTANT TO EXECUTIVE

Young man (27), Christian, of pleasing personality, having reached limits of advancement in present position, seeks connection with greater possibilities. Moderate salary. Box 952, Printers' Ink.

YOUNG MAN, (28); now holds position as Advertising Manager for foreign newspaper, well educated, good appearance, speaks 4 different languages, well known in the advertising field particularly West looking for a worthwhile proposition best reference. Box 942, P. I.

ART AND PRODUCTION ASSISTANT
Young woman with 7 years' exp. art and production dept. large adv. agency wishes position as asst. to production man, acct. executive or adv. manager. Thorough knowledge of adv. production and handling vast amount office detail. Box 946, P. I.

Woman Secretary-Stenographer

Is there a publisher, manufacturer, advertising, publicity or promotion executive who wants a secretary capable of doing more than just the routine? Experienced also in radio sales detail; willing, hard worker. Box 945, Printers' Ink.

EXECUTIVE—ADVERTISING MANAGER

Writes practical SALES pulling copy, makes unusual layouts, designs booklets, circulars, etc., creating ideas for all kinds of publicity. Twelve years' experience, 8 years as manager and publisher. Studied art, advertising, business, and college courses. Can deliver the goods if given an opportunity. Married. Salary no object, provided opportunity is unlimited. Available on short notice. Address, Advertiser, Room 41, Gordon Square Hotel, Cleveland, Ohio.

PUT THIS ADVERTISING MAN with proven record on your payroll for just \$1.25 a day. Will write your sales letters, booklets, advertisements, suggest new ideas, put a new sales vigor into your advertising copy. Write for details unusual limited offer. Box 882, Poughkeepsie, N. Y.

Distribution

I can sell your line in Philadelphia and vicinity. Straight commission. Must be capable of twelve thousand yearly.

O. W. DOOLITTLE

Penn Athletic Club, Philadelphia

ADVERTISING MANAGER

Seventeen years' experience; ten in executive positions, or selling; last seven as copy, contact and service man with two N. Y. Agencies. Now chief of copy, plans and production. Good record; well endorsed; invite full investigation. Age 39; married; Christian; \$7500. New York only. Box 939, Printers' Ink.

COPYWRITER

All 'round copy, production and contact man, of especial value to small agency. Can make own layouts and see them through. Handled wide range of copy. Seventeen years' experience, ten in executive or selling positions, last seven in agency work. Now chief of copy, plans and production. Good record, well endorsed. Age 39; married, Christian, \$7500. New York only. Box 940, Printers' Ink.

Woman of 35 Would Like Permanent Position—Former editor of "Charlotte (N. C.) Observer's" Household Dept.; also editor of Mother's Dept., "Gentlewoman Magazine"; contributor to "Kansas City Star," "Today's Housewife," "People's Popular Monthly," "Farm Journal," etc., etc. Have had splendid business experience and have also written contract ads for a number of Charlotte, N. C., firms. Am also a nurse. Willing to do any interesting work that demands an energetic person. Elsie Sutherland Williams, Box 381, Monroe, N. C.

HERE'S A GOOD INVESTMENT!

For nine years I have worked shoulder to shoulder with the sales organizations of various concerns, co-operating with them through successful sales promotion and advertising campaigns. At present employed, but seeking new connection with some concern either in advertising or sales promotion capacity. Christian, single, age 27. Salary secondary to opportunity. Location—New York and vicinity. The concern that engages me will find me worth more than my salt. Address Box 958, Printers' Ink.

Executive

This advertisement is inserted by a man with broad executive experience of twenty years. He has had complete supervision of department store promotion; has been the executive head of merchant association, chamber of commerce and other civic bodies; has traveled extensively in this country and in Europe. Not interested in any proposition under \$10,000 a year, and will not invest. No organization considered that fails to submit full details when seeking his services. Box 944, Printers' Ink.

Table of Contents

NEW YORK, JANUARY 20, 1927

How to Get an O. K. from the Board of Directors.....	C. C. Casey	3
This Idea Cut Catalog Costs 60 Per Cent.....	Ruel McDaniel	10
Blazing the Salesman's Way.....	Maurice Switzer	17
Advertising Interests Complete Plans for Columbus Meetings.....		20
Give Your Pen Some Outside Exercise.....	S. K. Wilson	25
Congressional Hearings on New Trade-Mark Legislation.....		33
Special Washington Correspondence		
The "In-between" Price Market—Are You Overlooking It?.....	H. W. Cook	41
A Chicken Farmer Champions Increased Turnover.....	Edwin E. Lewis	49
Poor Richard Club Leads in Honoring Franklin.....		52
The Merchandise Broker—Pro and Con.....	A. H. Deute	57
Musicians Queer! Suit Yourself; But They Buy.....	G. A. Nichols	65
Our Salesmen Prefer to Make Their Own Collections.....	E. C. Gayman	73
How Instalment Order Forms Vary in Different States.....		84
John Bull Could Teach Uncle Sam a Thing or Two about Advertising....		90
Reginald H. W. Cox		
Put the Reader's Eyes to Work.....	W. Livingston Larned	99
—On Breaking into Advertising.....	August L. Delin	106
A Report System That Industrial Salesmen Are Glad to Use....	G. A. Bins	113
This Furniture Store Has Not Held a Sale for 60 Years!.....		121
How Best to Invest \$5,000 in Training Retail Salespeople.....	Ruth Leigh	129
Abandons Slogan Because of Duplication.....		132
The "March of Progress" as an Advertising Theme.....	A. L. Townsend	141
Three Plans for Increasing the Sales of a Staple.....		150
Further Information about the Ostermoor Decision.....		156
Special Washington Correspondence		
Growth of Advertising in the Plumbing, Fixture Field.....		165
An Enclosure Makes This Letter Effective.....		171
Editorials		174
The Selling Mind of 1927—When Capital Gives Way to Character— The Over-Educated Retailer—The Salesman's Prestige—The High Cost of Small Orders		
The Little Schoolmaster's Classroom.....		180



Long or Short Copy?

Still the old argument goes on. We quote two authorities:

Voltaire: "The way to be uninteresting is to tell it all."

The King of Hearts: "Begin at the beginning, go on to the end, and then stop."

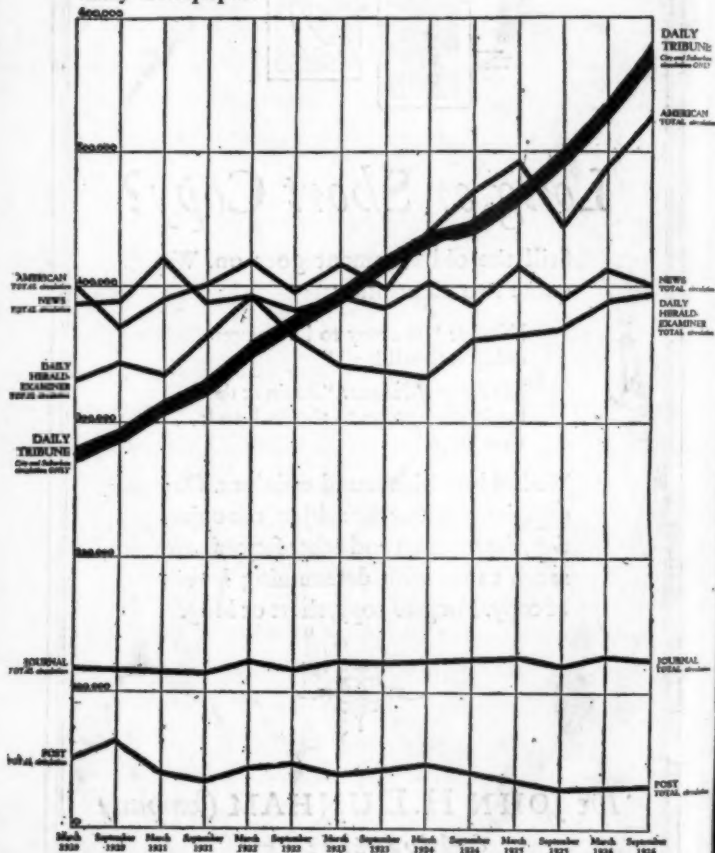
We hold no hidebound opinions. Our experience is that the subject, the objective, the medium and other factors have much to do with determining length of copy. But *good* copy, short or long.



The JOHN H. DUNHAM Company
Advertising
TRIBUNE TOWER
CHICAGO

SUPREME IN CHICAGO

The Chicago Tribune has more circulation in the city and suburbs of Chicago than the total circulation (city, suburbs and country) of any other Chicago daily newspaper.



The chart above tells the story. It shows the daily Tribune now far in the lead of all competition.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Circulation 765,033 Daily—1,172,845 Sunday